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PEPPERDINE

magazine

Volume 2 Issue 2 Summer 2010

STARTING WITH THE BOYS

BOONE CENTER
FOR THE FAMILY
BUILDS A MODEL
FOR STRENGTHENING
INNER-CITY SCHOOL LIFE.

THE POWER TO HEAL

Equipping community leaders in Rwanda with the skills they need to bring reconciliation to their fractured nation.

THE BOOM FACTOR

Media expert Nancy Shonka Padberg turns the spotlight on top issues facing the baby boomer generation.

PEPPERDINE PROLOGUE

"A Long and Deep Past."

An essay on Pepperdine's founding by former provost Steven S. Lemley.

What a difference a YEAR makes.

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THE OFFICE OF PUBLIC AFFAIRS

associate vice president for public affairs ■ Rick Gibson (MBA '09)

*executive director of university marketing
& communications* ■ Matt Midura ('97, MA '05)

director of creative services ■ Brett Sizemore

director of web & multimedia ■ Ed Wheeler ('97, MA '99)

PEPPERDINE Magazine

editor ■ Megan Huard

art director ■ Keith Lungwitz

copy editor ■ Vincent Way

photographer ■ Ron Hall ('79)

production manager ■ Jill McWilliams

writers ■ Emily DiFrisco, Sarah Fisher, Steven Lemley, Vincent Way

PEPPERDINE Magazine on the Web

web manager ■ Kyle Dusek ('90, '97, MS '99)

web designer/developer ■ Adam Spelbring

web developer ■ Dean Shelton

graphic designer ■ Maz Ameli ('04)

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Abbreviations—GPC: George Pepperdine College; SC: Seaver College; SOL: School of Law; SPP: School of Public Policy; GSBM: Graziadio School of Business and Management; GSEP: Graduate School of Education and Psychology.

Pepperdine is affiliated with Churches of Christ, of which the University's founder, George Pepperdine, was a lifelong member.

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TEACHERS AMONG US

At Pepperdine we believe that the learning process minds no boundaries and obeys no rules; it is free and wild and searching. We learn in the classroom and in the lab, at the podium and at the piano, in prayer or in service, on the field or around the globe. Each moment is a new chance to expand our minds and increase our knowledge of this wide world.

We also believe in the importance of sharing what we learn, giving others the opportunity to gain the knowledge with which we have been so blessed. In this issue of *Pepperdine Magazine* we honor the teachers among us: those from the Boone Center for the Family who mentor inner-city boys on their journey to becoming healthy and happy men; Pepperdine lawyers who equip Rwandan community leaders with the skills they need to serve their country; a media expert who applies her knowledge of top issues facing baby boomers to benefit that generation; and more.

On the heels of our "Malibu Miracle" issue, we take a closer look at what our past has to teach us. Readers responded in droves to Bill Banowsky's stirring account of the University's move from Los Angeles to Malibu, so we decided to launch a new series called "Pepperdine Prologue" in which a guest author tells a part of Pepperdine's story. In this issue Steve Lemley, former provost and longtime member of the Pepperdine community, takes us back to the earliest days of the University's founding, and to the founder himself, Mr. George Pepperdine.

We hope you learn something new in this edition of *Pepperdine Magazine*, and when you do, please pass it along.

Megan Huard
editor



THE MALIBU MIRACLE

Since few to no classrooms on the Malibu campus have windows anyway, it's what is happening inside those classrooms rather than down the hill that makes Pepperdine so special. Through its academic programs and philanthropic efforts the energy and tenacity of its founders

is reflected in the students, staff, and faculty today; which makes Pepperdine a mainstay and a beacon to other private and public institutions of higher education.

—Johanna Chase (MA '93)

I think the college failed in one of its original missions to serve the inner city of L.A. I've been receiving the *Pepperdine Magazine* for several years, and mostly we see articles featuring students on trips and missions to other countries. Personally, I'd rather see more students and alumni featured working on projects in Watts, Compton, and the South L.A. area. It's unfortunate founder George Pepperdine didn't keep the old campus location after the Malibu campus was built.

—Robert Hemedes (BSM '98)

Every time I read Pepperdine history, I can't help but be in awe. The challenges, the determination, the spirit, and the dream. Recently I was back on campus after about three years...just in that short time alone, so much has changed. It still maintains an unbelievable beauty! I am so proud to be a part of the Pepperdine family...Pepperdine is where dreams happen.

—Jessica Ochoa-Briese ('02)

What an interesting story about how the Malibu campus came to be. I didn't know any of this. I started as a freshman at the Los Angeles campus in 1971. I remember the exodus of students who flew to the Malibu campus when it opened. I was part of a group who stayed at the L.A. campus and am so glad I did. I will never forget the wonderful years there—the people, the faculty, the campus, the education I received, the experiences. While all the money and attention was focused on the Malibu campus, we in L.A. seemed to be treated as ignored stepchildren. I can now see now that that's what the plan was; to save the University...Malibu over L.A. It's unfortunate the L.A. campus could not continue to be part of the University.

—Margarita Rodriguez Sanchez ('75)

What a miracle! I feel so blessed to have been a part of that history.

—Robert L. Fraley

Pepperdine shaped my future forever. I met the girl I dreamed of at Pepperdine College. We married and have enjoyed a wonderful life with our children and now grandchildren. My loyalty to Pepperdine is everlasting. I didn't hesitate to contribute to Pepperdine Malibu as one of the Founding 400. I'm proud of the University climate on that extraordinary foundation.

—Dick Vetter ('50)



SPIRITUAL ABSTRACTION

I really appreciate this article. As both a believer and an art lover myself, I have heard arguments among believers objecting to modern art using their faith as a basis of objection. Now there have been some objectionable directions that some have taken, but that is not a reason to throw out all modern art

based on the art of a few. Thank you for giving me the answers needed to defend my position loving modern art.

—Cindy McCarty

Thanks for "Spiritual Abstraction." Our Pepperdine faculty and staff (like Michael Zakian, director of the Weisman Museum of Art) are a great resource for alumni's continuing education. What better way to share their expertise than through *Pepperdine Magazine*...keep it coming!

—Rebecca Schmeller (MBA '97)

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Did we get it all wrong?

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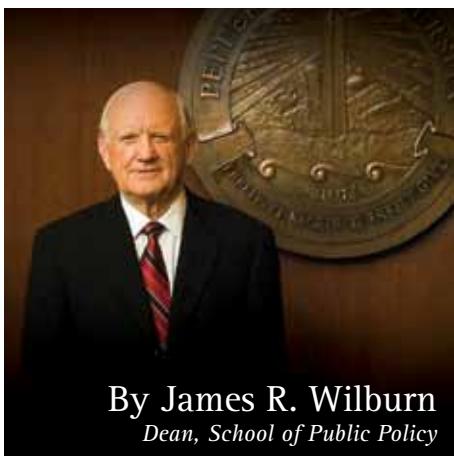
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SPIRITUAL CAPITAL

In his State of the Union address in 1996 president Bill Clinton famously proclaimed, “The era of big government is over!”



By James R. Wilburn
Dean, School of Public Policy

As if answering the president’s proclamation, Pepperdine University announced that same year plans for a new School of Public Policy that would focus first not on the federal government, but uniquely embrace President Clinton’s further conviction that “we know big government does not have all the answers.” He added, “Smaller government must work in an old-fashioned American way, together with all of our citizens through state and local governments; in the workplace; in religious, charitable, and civic associations [and] with stronger families.”

When, with strong bipartisan cooperation, President Clinton signed the Welfare Reform Act to reduce federal micromanagement of the affairs of the institutions of civil society, his intention and Pepperdine’s coincidental initiative in some ways represented a rediscovery of America’s historic associational life, observed earlier in Tocqueville’s 19th-century visits. Some have called it “American exceptionalism” because it is seldom evident in cultures suffering periods of moral exhaustion when the temptation to centralized totalitarian control may be strongest.

The reality voiced by President Clinton forced many established public policy schools—noticeably concentrated in the Boston to New York to Washington, D.C. corridor—to suffer a kind of identity crisis. Conceived with noble intentions to populate the huge federal welfare bureaucracies spawned in the 1960s, their “Great Society” programs had demonstrated a disappointing capacity to violate the well known dictum of the Hippocratic oath: to “do no harm.” Since for the man with a hammer every problem looks like a nail, many public policy professors, following their training, were still inclined to seek solutions first through the revolving door of Washington.

At about the same time social scientists, including Nobel economist Gary Becker and sociologist Robert Putnam, were popularizing the importance of “social capital.” In the 18th and 19th centuries economic capitalism, avoiding the old superstition that one person gained only at another person’s loss, had created a “larger pie,” permitting whole new segments of humanity to escape the filth of rural hovels and high infant mortality that had been

WITH BROAD AND DEEP BIPARTISAN SUPPORT, AMERICA'S FAITH-BASED AND COMMUNITY-BASED PROGRAMS HAVE DEMONSTRATED A FORM OF SPIRITUAL CAPITAL THAT IS FAR MORE EFFECTIVE THAN ENTITLEMENT PROGRAMS MIRED IN PROFESSIONAL BUREAUCRACIES.

accepted as normal for centuries. The more recent concept of "social capital" demonstrated further how the resources that citizens access through the various voluntary and social networks, on which Pepperdine's public policy program has focused attention, is even more critical than the economic wealth created by the Industrial Revolution.

Building on the emerging interest in social capital, with its recognition of the considerable value of such intangibles as trust, Pepperdine's program focused on a subset of social capital that some have called "spiritual capital," designing a series of annual signature conferences and publications under the rubric of "Faith and Public Policy." It turns out that just as government expenditures can soak up the oxygen supply of available financial capital, thus starving the private sector's ability to create jobs (a temptation recognized by all economists), so federal welfare programs, driven by the professionally credentialed "experts" so lauded by the Progressive Movement, demonstrably could damage the spiritual capital traditionally fueled by the mediating voluntary associations between government and the individual.

Thus, with broad and deep bipartisan support, America's faith-based and community-based programs have demonstrated a form of spiritual capital that is far more effective than entitlement programs mired in professional bureaucracies.

A convincing example of this was discovered by a group of Pepperdine public policy students who devoted considerable time on the Gulf Coast gathering data about how churches reacted to Hurricane Katrina. Their findings, the basis for one of the school's Faith and Public Policy conferences, found that while the failures of government following Katrina preoccupied the press, scores of religious congregations were on the ground in Louisiana ahead of the Federal Emergency Management Agency (FEMA). Without a coordinating headquarters, autonomous congregations of Churches of Christ effectively used Web-based social networking to activate an entire brotherhood. The Southern Baptist Convention mobilized 3,000 people to feed 300,000 people each day. One Houston congregation assembled 131 faith-based organizations, including Jews, Muslims, Protestants, Catholics,

Buddhists, and Bahaists, whose division of labor would have been the envy of an invading army. Virtually overnight a quarter million evacuees were placed in Houston homes and schools.

Pepperdine discovered a half a century ago that no institution, especially one whose humble faith runs deep, ever attains greatness by imitating others. And its youngest school, arriving at the right time, has also chosen a path that is unique among schools of public policy. By replenishing the spiritual capital of the intermediary institutions of civil society, it has turned to those who have an intimate knowledge of the geography and sociology of the regions they serve that would require a lifetime for government officials to begin to understand. As President Clinton observed, the era when, with credibility, big government could be seen as the answer, is over. ■

PEPPERDINE REMEMBERS

ART LINKLETTER AND **FLORA L. THORNTON**

THE PEPPERDINE COMMUNITY LOST TWO DEAR FRIENDS THIS SPRING: ART LINKLETTER, A MUCH LOVED AND ADMIRED FIGURE AT THE UNIVERSITY FOR NEARLY FOUR DECADES, AND FLORA L. THORNTON, A LONGTIME FRIEND, BENEFACTOR, AND LIFE MEMBER OF THE BOARD OF REGENTS.



One of America's most beloved radio and TV personalities, Linkletter joined Pepperdine's Board of Regents in 1984, was awarded an honorary Doctor of Laws degree in 1978, and joined fellow comedian Bill Cosby in presenting the 1998 Seaver College commencement address.

"Art and his wife Lois have been among Pepperdine's closest and dearest friends," said Pepperdine president Andrew K. Benton. "They've demonstrated a love for our students and this University that is powerful and enduring. He will be missed greatly."



Flora L. Thornton was namesake of the Flora L. Thornton Opera Program at Pepperdine and the first recipient of the University's inaugural John Raitt Legacy Award for outstanding contributions to the arts. She was instrumental in building the Charles B. Thornton Administrative Center, named for her late husband, and the Howard A. White Center, named for Pepperdine's fifth president.

"Pepperdine has truly lost a great friend," said President Benton. "The good she accomplished here, memorialized well beyond the places that bear the Thornton name, will carry on as we endeavor to live up to her high ideals."

RECORD NUMBER OF PEPPERDINE STUDENTS EARN **FULBRIGHT SCHOLARSHIPS**

Every year at Pepperdine University, a committee of faculty advisors and a team of administrative staff assist a new crop of Fulbright hopefuls, a process that yields ever-greater success. Of this year's 18 student applicants, nine became finalists, ultimately producing a new record for Pepperdine University: seven recent graduates have joined the elite rank of Fulbright Scholars, one of the most prestigious scholarly awards worldwide.

Established in 1946 under legislation introduced by the late Senator J. William

Fulbright of Arkansas, the program's purpose is to build mutual understanding between the people of the United States and the rest of the world. As Fulbright himself put it, "The Fulbright Commission aims to bring a little more knowledge, a little more reason, and a little more compassion into world affairs and thereby increase the chance that nations will learn at last to live in peace and friendship."

This year's awardees will be using their Fulbright awards to travel all over the globe to embark on a diverse array of

experiences ranging from microfinance review to molecular biology.

➔ **ON THE WEB** Meet these scholars at magazine.pepperdine.edu/fulbrights-2010.

Fulbright Scholars (from left): Devin Dvorak, Colby Long, Lindsey Murphy, Samantha Morrow, Keith Cantu, Stephanie Meza, Elizabeth Lyons





ALUMNUS PETER FRETHEIM RECEIVES INAUGURAL WAVES OF SERVICE AWARD

Seaver College alumnus Peter Fretheim ('86) has been named the inaugural recipient of Pepperdine's Waves of Service Award for his work serving the poor and needy in Nigeria. Fretheim accepted the award at the 34th annual Pepperdine Associates dinner, which addressed the theme "Answering the Call" to serve.

Through his nonprofit organization Go Nigeria, Fretheim has for the past 11 years helped orphans, street children, victims of leprosy, widows, and the impoverished in that African nation obtain food, clothing, medical treatment, jobs and, more than

anything, hope for the future.

"We don't own much, but we are among the richest people on earth," says Fretheim, who lives with his wife and four children in Nigeria. "We have the privilege of serving these wonderful people...making an impact and an investment that will last for eternity."

President Benton praises Fretheim as "one of thousands of Pepperdine alumni who have been prepared and equipped to answer the call to serve. Through the work of this one, we celebrate the fulfillment of George Pepperdine's dream that the

alumni of his college would create ever-widening waves of service and goodwill throughout the world."

The Waves of Service movement celebrates, supports, and connects Pepperdine alumni committed to volunteerism and careers of service worldwide. Developed by the Alumni Leadership Council at the encouragement of President Benton, Waves of Service began to flow in 2009 with the unwritten motto, "serve where you are." Today, Pepperdine graduates are fulfilling Mr. Pepperdine's founding vision around the globe.

➔ **ON THE WEB** Visit magazine.pepperdine.edu/service-award to watch Peter Fretheim accept the inaugural Waves of Service Award, with an introduction by President Benton. Visit www.pepperdine.edu/wavesofservice to learn more.

STRAUS INSTITUTE

AWARDED FINRA GRANT FOR ARBITRATION CLINIC

Pepperdine's Straus Institute for Dispute Resolution has been awarded a \$250,000 grant by the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation. The grant, which was given to four top dispute resolution schools, will establish a securities arbitration clinic at Pepperdine.

The securities arbitration clinic will provide legal help to underserved investors involved in securities disputes and will help fill the gap in representation for investors who have small claims and lack the financial resources to obtain legal counsel. Longtime attorneys and adjunct professors Judith Norris and Robert Uhl will oversee the clinic.

"If you're interested in representing investment brokers, this is the way to go about learning how," says Uhl, who has 20 years of experience in securities arbitration. "It's also a tremendous opportunity to provide legal service to the community. Many investors have lost under \$100,000, which is considered a small claim. Lawyers often won't take their cases, and the investors often don't have the money to pay for legal counsel."

The securities arbitration clinic will join Pepperdine Law's four other clinical programs: the Pepperdine Legal Aid and Family Law Clinics at the Union Rescue Mission, the Special Education Advocacy Clinic, and the Asylum Clinic.

➔ ON THE WEB

law.pepperdine.edu/straus

MBA PROGRAM

INTRODUCES CERTIFICATE IN SOCIAL, ENVIRONMENTAL, AND ETHICAL RESPONSIBLE BUSINESS PRACTICE

This fall the Graziadio School will launch its new Social, Environmental, and Ethical Responsible Business Practice (SEER) Certificate Program, which will allow students interested in eco-entrepreneurship to enhance their graduate business school experience and career opportunities while furthering the school's emphasis on responsible business practice.

Student interest and engagement has intensified in recent years around topics such as corporate citizenship, conservationism, green marketing, environmental stewardship, social enterprise, corporate social responsibility, and social entrepreneurship. Now students may earn a certificate that will strengthen their understanding of the strategic issues for business and secure an added credential for pursuing careers in values-centered, socially relevant, and environmentally focused fields.

"The Pepperdine eco-entrepreneur SEER certification will prepare students to begin integrating an eco-systems approach not only to emerging businesses but also existing organizations that aspire to evolving their respective business models to embed corporate social responsibility into their firms' DNA," says Michael Croke, the former Patagonia president and CEO who is joining the Graziadio School faculty to steward the program.

➔ ON THE WEB

bschool.pepperdine.edu/seer-certificate

PALMER CENTER

TO LAUNCH MICROFINANCE PROGRAM

Pepperdine's Geoffrey H. Palmer Center for Entrepreneurship and the Law has partnered with the Los Angeles Union Rescue Mission to launch the Palmer Center Microfinance Program.

The program will provide micro-enterprise training and microloans to impoverished individuals in downtown Los Angeles. The pilot group will consist of five to 10 residents of the Union Rescue Mission. Prior to loan disbursement, the prospective borrowers will participate in a 12-week training session taught by Palmer Center faculty. The sessions will teach the basic principles of financial management, business planning, and accountability.

Students from the law school will participate as Teaching Fellows for the instructional components of the program and also serve as coaches for individual borrowers throughout the duration of the program. Loans will be funded by community members through a Web site, where borrowers' profiles and business plans will be posted for review by potential lenders. Borrowers will have 12 months within which to repay the loan.

"The Geoffrey H. Palmer Center for Entrepreneurship and the Law proves that innovation, leadership, ethics, social responsibility, and entrepreneurship can go hand in hand," says Janet Kerr, professor of law and executive director of the Palmer Center. "This unique business model offered by an ABA-accredited law school remains ahead of the curve."

➔ ON THE WEB

law.pepperdine.edu/palmer/microfinance

PEPPERDINE HOSTS
INTERNATIONAL A
CAPPELLA SYMPOSIUM

*THE
ASCENDING
VOICE II*

Pepperdine's international symposium of sacred a cappella music, *The Ascending Voice II*, took place in Malibu in May, featuring a variety of lectures and workshops, and daily concerts with a lineup that included performances by the internationally renowned Boys and Girls Choir of Harlem Alumni Ensemble; Chanticleer, a Grammy Award-winning male a cappella ensemble; and acclaimed choral directors Robert Page and Alice Parker.

"*The Ascending Voice* is Pepperdine University's celebration of this rare and best form of human art," says provost Darryl Tippens, who organized the symposium with N. Lincoln Hanks, associate professor of music.

The sophomore event drew singers, choral directors, music directors, and scholars of music, theology, liturgy, and history from throughout the U.S. and from abroad, with participants representing many denominational backgrounds including Reformed, Catholic, Mennonite, Church of Christ, Eastern Orthodox, and Armenian churches.

The variety of music showcased included Renaissance-era classical selections, early American hymnody, psalmody, Sacred Harp, gospel, and spirituals. Performances featured the works of such diverse composers as Bach, Salieri, Palestrina, William Byrd, Charles Ives, and Thomas Tallis.



PEPPERDINE HOSTS EXHIBITION OF RARE AND HISTORICAL BIBLES

The Special Collections and University Archives of Pepperdine Libraries hosted a display of rare Bibles during the Bible Lectures in May. The exhibition included a volume of the Saint John's Bible, a first edition of the Geneva Bible from 1560, the first Bible printed in a European language in America from 1743, leaves from medieval manuscript Bibles, and several other notable Bibles.

Pepperdine Libraries also partnered with the Frederick R. Weisman Museum of Art to host a special exhibit of the Saint John's Bible Heritage Edition, in addition to the volume on display in Payson Library. Created by expert artists and calligraphers, the Saint John's Bible is the first illuminated, handwritten Bible of monumental size to be commissioned by a Benedictine monastery in more than 500 years. One volume from the Heritage Edition was on display along with framed art representing the other volumes.

The reproduction is one of only 299 copies of the original Saint John's Bible that will ever be produced. The first was presented to Pope Benedict XVI at the Vatican in April 2008. The reproduction has involved the finest printing experts and binders in the world to ensure faithful representation of the original Bible. Each page and illumination has been scrupulously compared to its original counterpart to guarantee accurate reproduction.



➔ ON THE WEB
library.pepperdine.edu



SCHOOL OF PUBLIC POLICY UNVEILS NEW

DAVENPORT INSTITUTE FOR PUBLIC ENGAGEMENT AND CIVIC LEADERSHIP

The Pepperdine School of Public Policy has partnered with Common Sense California to launch the newly renamed Davenport Institute for Public Engagement and Civic Leadership. Public policy alumnus and faculty member Pete Peterson (MPP '07) has been named executive director.

The new Davenport Institute seeks to become the foremost training and educational resource for current and future civic and municipal leaders endeavoring to gain competencies in the essential leadership skill for the coming decades: engaging the public in order to solve increasingly difficult policy problems.

"We are extremely excited about the new public engagement training and consulting opportunities open to us through the creation of this new institute," says Peterson. "If these last few years have taught us anything, it is that local and regional leaders throughout California are confronting more and more difficult policy decisions in new and creative ways, reaching out to their residents for ideas and actual participation in 'common sense' solutions. Through the new Davenport Institute we will continue to support them as they lead in the 'new normal' of tight budgets and tough land-use decisions."

Through his work with Common Sense California, which was cofounded by former Pepperdine president David Davenport, Peterson has developed a highly successful series of training programs with city governments and regional governance associations throughout the entire state of California to support and promote legitimate civic involvement. Under the new arrangement, the activities of Common Sense California will be absorbed into the reorganized Davenport Institute.

→ ON THE WEB

[publicpolicy.pepperdine.edu/
davenportinstitute](http://publicpolicy.pepperdine.edu/davenportinstitute)

DIVERSITY COUNCIL ADDRESSES OBSTACLES FOR WOMEN IN THE WORKPLACE

The Diversity Council of the Graduate School of Education and Psychology explored how the "glass ceiling" is no longer an accurate metaphor for the limits women face in the workplace during a June presentation titled "Inspirational Journeys: Preparing Women for Lives of Purpose, Service, and Leadership."

A better descriptor is a labyrinth—several paths leading to varied destinations. Women continue to find obstacles within the labyrinth and often do not reach their end goals at all. Three female panelists, all of whom have obtained a high position in the education sector, discussed their perspective on the labyrinthine journey, as well as anecdotes from their personal experiences.

Panelists included GSEP dean Margaret Weber; Tabatha Jones Jolivet, associate dean of student affairs at Seaver College; and Monica Garcia, president of the board of the Los Angeles Unified School District, the second-largest school district in the nation. Thema Bryant-Davis, associate professor of psychology, moderated.

The speaker series was developed by the GSEP Diversity Council to provide a forum for representatives of varied backgrounds and views to speak on subjects affecting the fields of education and mental health. The discussions are ultimately meant to provide a means for GSEP to build partnerships with the surrounding community and help students cultivate their multicultural knowledge. The Diversity Council is a subset of the Urban Initiative, an umbrella program developed to prepare students for long-term work in underserved urban communities.

→ ON THE WEB gsep.pepperdine.edu/urban-initiative

PEPPERDINE APPOINTS FOUR NEW MEMBERS TO THE BOARD OF REGENTS



Pepperdine University has announced four new additions to its 40-member Board of Regents, the governing board of the University. Mark A. Kirk, Bui Simon, Harold Smethills, and Marta B. Tooma (clockwise from upper left) have all accepted the role of helping to shape the direction of the University.

"Pepperdine has benefitted greatly over the years from the collective wisdom, will, and generosity of our regents," says Pepperdine president Andrew K. Benton.

→ ON THE WEB

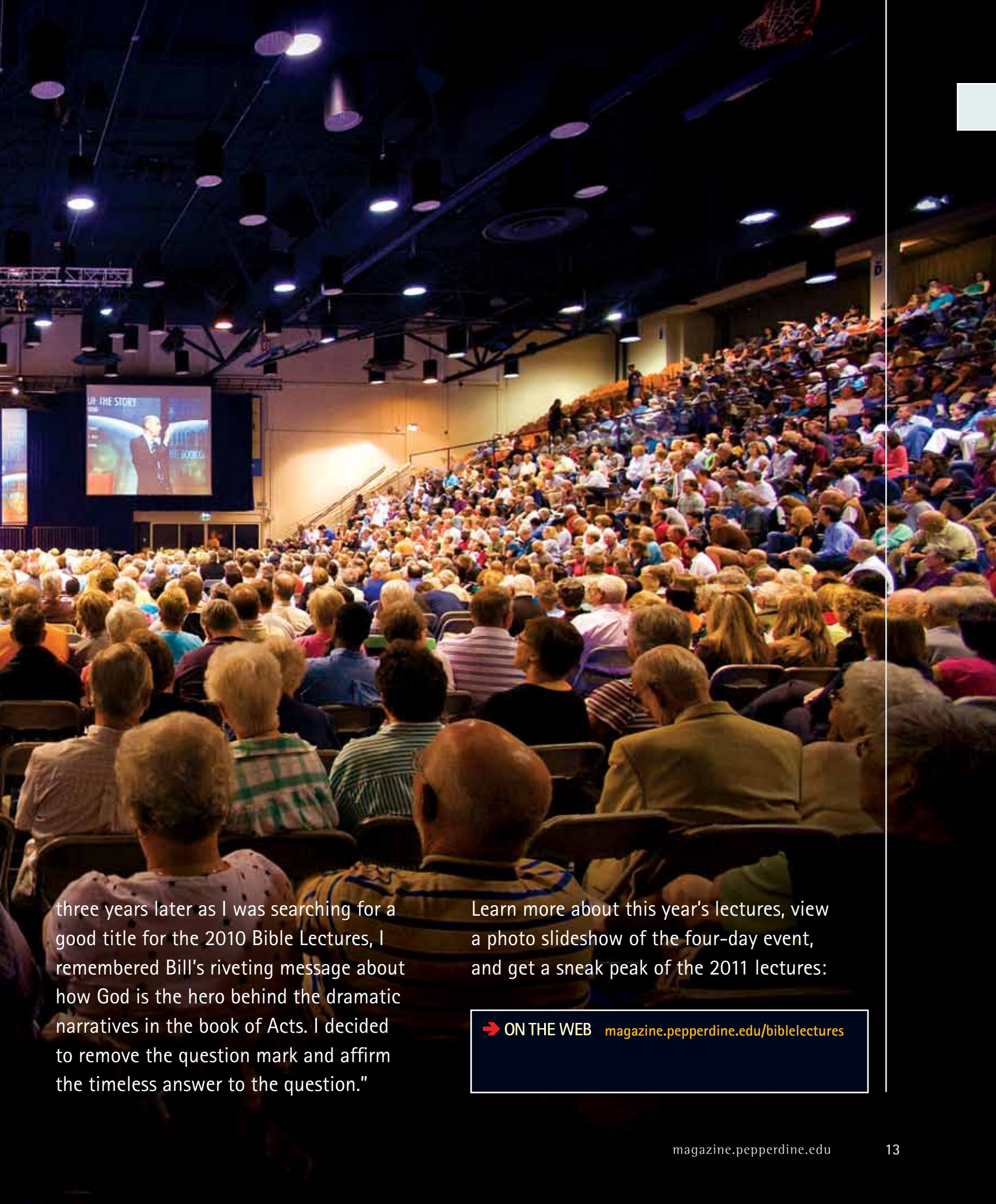
Meet the new regents: magazine.pepperdine.edu/regents

2010 Bible Lectures



Thousands flocked to the Malibu campus May 4–7 for the 67th annual Pepperdine Bible Lectures. Participants enjoyed a robust schedule of lectures, classes, presentations, performances, and conversations centered on this year's theme, "The Hero of the Story: The Book of Acts Revised."

"The last time the Pepperdine Bible Lectures were based on the book of Acts was 1987," says Jerry Rushford, director of Church Relations. "One of the keynote lecturers that year was Dr. Bill Love from Houston, Texas, and the title he chose for his lesson was 'Who Is the Hero of This Story?' Twenty-



three years later as I was searching for a good title for the 2010 Bible Lectures, I remembered Bill's riveting message about how God is the hero behind the dramatic narratives in the book of Acts. I decided to remove the question mark and affirm the timeless answer to the question."

Learn more about this year's lectures, view a photo slideshow of the four-day event, and get a sneak peak of the 2011 lectures:

➔ ON THE WEB magazine.pepperdine.edu/biblelectures



THE POWER TO HEAL

EQUIPPING COMMUNITY LEADERS
IN RWANDA WITH THE SKILLS THEY
NEED TO BRING RECONCILIATION
TO THEIR FRACTURED NATION.



Outside Rwanda's capital city of Kigali stands a mournful Catholic church. In April 1994 more than 10,000 people fled violent rampages nearby and sought refuge in the sacred space. They all were killed, however; their skulls and bloodied clothes remain inside 16 years later. Such memorials—and memories—of the atrocities pervade the Rwandan national conscience today. As families recover from unmentionable losses and neighbors confront the brutality they inflicted on one other, the need for healing and peaceful conflict resolution is as strong as ever.

RECONCILIATION HAS
EMERGED AS THE MOTIVATING
IMPULSE BEHIND THE
NATION'S LEGAL SYSTEM.

Scores of attorneys, judges, and law professionals were killed in the genocide, resulting in severe underrepresentation during a time when 150,000 new legal cases needed resolution. To cope, Rwandans have returned to traditional practices, relying on village elders elected to serve as “Abunzi.” They encourage disputants to reach an agreement, but will issue a binding decision if necessary. Rwandans also seek guidance and advice from pastors, who carry moral authority in their communities.

This summer representatives from the Pepperdine School of Law set out to help these critical groups of Rwandan leaders foster reconciliation between their countrymen. Collaborating with the Justice Task Force of the Saddleback Church, experts from Pepperdine's Straus Institute for Dispute Resolution worked with lawyers who train the Abunzi in mediation skills. Also in partnership with Saddleback, lawyers from Pepperdine's Nootbaar Institute on Law, Religion, and Ethics dedicated their time to training pastors about laws concerning domestic violence and property-grabbing from widows.

“People who participated in the killings are being released from jail and returning to their villages where they committed their crimes. Rwanda is in a unique situation because the perpetrators and victims of genocide are living next to each other again,” says Peter Robinson, managing director of the Straus Institute and associate professor of law. “The wounds of this country run



A WIDOW RETURNS TO HER VILLAGE
15 YEARS AFTER THE GENOCIDE AND
FINDS A MAN AND HIS FAMILY LIVING
ON HER LAND. THE MAN IS VERY RICH
AND POLITICALLY POWERFUL AND SHE
IS AFRAID TO ASSERT HER RIGHTS.
WHEN WE DEBRIEFED, ALL THE GROUPS
HAD SETTLED EXCEPT ONE. IT IS GREAT
TO SEE THEM LEARNING AND USING
OUR CONCEPTS AND TECHNIQUES.

very deep. There is a lot of need for healing, for reconciliation. There's a lot of work that needs to be done.”

MORE THAN 30,000 ABUNZI SERVE
AS MEDIATORS THROUGHOUT
RWANDA, SUCCESSFULLY
RESOLVING THE MAJORITY OF
ISSUES BROUGHT BEFORE THEM.

Should individuals require the assistance of an attorney, however, they can consult one through an Access to Justice Center. These attorneys—numbering in the mere hundreds for a national population approaching 10 million—provide legal aid, train the Abunzi in mediation skills, and educate them in recent changes or developments in the law. Each attorney is responsible for sharing his or her knowledge with more than 1,000 Abunzi leaders; their time is scarce and

resources are few. Adding the fact that bringing a case to trial can be prohibitively expensive for the average Rwandan, the Abunzi play a crucial role in dispensing justice.

During their stay in Rwanda Robinson and his colleagues, Straus alumna Alisa Freundlich (LLM '10) and student Todd Nichol, set out to train these trainers. They conducted educational sessions for Access to Justice lawyers in mediation and dispute resolution so that they, in turn, could strengthen the Abunzi for their hands-on work.

The Straus team started with best practices and a formal crash course in what the institute does best (in 2010 Straus was ranked No. 1 in the nation by *U.S. News & World Report* for the sixth consecutive year). Mediation, Robinson explains, occurs when a neutral person is asked to help two other parties find a resolution. The process begins with a communication stage, during which each party presents their case and how they perceive the problem. Next the mediator facilitates negotiation, finding ways to creatively problem-solve and reach a compromise. In the final stage the mediator reminds each party of the advantages of reaching an agreement, but lets the parties decide between resolving the matter with a voluntary agreement or with a judge's decision. “The mediator has to find a way for people to say, ‘okay, I’ll agree to that.’ It may not be the perfect agreement, but perhaps it’s better than the alternative. People need to find solutions that they can agree with and buy into,” he says. Equipped with this understanding, the group focused extensively on mock mediations and used case studies that Freundlich had researched and prepped. In one session they addressed a common scenario born from a power



imbalance: “A widow returns to her village 15 years after the genocide and finds a man and his family living on her land,” Freundlich explains. “The man is very rich and politically powerful and she is afraid to assert her rights. When we debriefed, all the groups had settled except one. It is great to see them learning and using our concepts and techniques.”

BOTH THE ABUNZI AND RWANDAN PASTORS WITNESS HOW CHALLENGES ARISE WHEN TRADITIONAL CUSTOMS BUTT AGAINST MODERN LAW.

This is particularly evident when it comes to property-grabbing and domestic violence. “These are common practices in Rwanda,” says Bob Cochran, director of the Nootbaar Institute and the Louis D. Brandeis Professor of Law. “We are trying to get pastors involved as a part of the solution through teaching their congregations and counseling people in their churches.”

Property or land grabbing from widows occurs when a man dies who has not created a will or married legally (informal marriage arrangements are common in Rwanda), suddenly leaving widows or children to provide for themselves. The expense of a dowry traditionally discourages legal marriage, while



writing a will instills in the men a fear of death. “They are really wrestling with important, difficult issues,” says Cochran, who was joined in Rwanda by student Janelle White and alumnus Aaron White (JD ’09). “Should the church stand up to traditions that will alienate people? Should the church ever recommend that someone go to the police?”

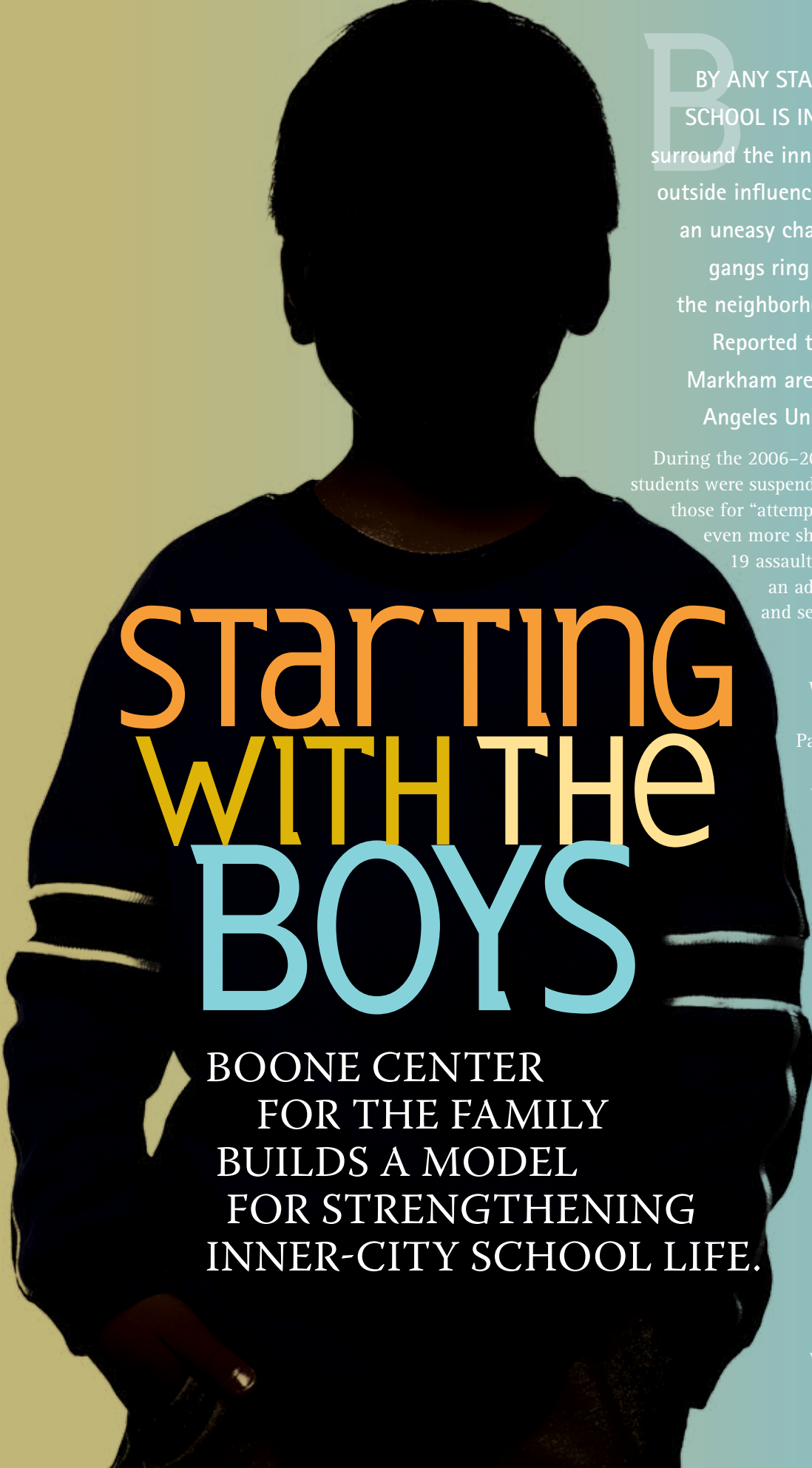


The answer must be yes, so in conjunction with their sessions in Rwanda, the Pepperdine team developed manuals to assist the pastors with these tough decisions in the long term using familiar behavior patterns as the foundation. “The manuals show biblical grounds for opposing those kinds of actions, which pastors can draw from in their sermons,” Cochran says. “There’s a section on whether pastors should use, support, and turn to the law when these problems arise, as well as specific information on Rwandan law. The final piece is about what they can do as pastors.” Years in the making and created with input from many Pepperdine people, the manuals

have received wide support so far, and grow increasingly relevant as changes in Rwandan law (women’s property rights and land-registration issues, in particular) exacerbate tensions that contribute to these behaviors. Contacts in Uganda have asked the team to adjust the manuals for the laws and language of that country, and there’s opportunity for even greater expansion moving forward.

Ultimately the proof of usefulness will come from the mouths of Rwandans themselves. Tarsus Karugarama, the country’s equivalent to the United States attorney general, gave a speech at the conclusion of the Straus mediation program. Cochran, who was in attendance, vividly remembers how the justice minister described the impact they were making: “At one point he said to the group, ‘These people (meaning Westerners) abandoned us in 1994 when we started to kill each other. The reconciliation training that they are doing for us now may keep us from killing each other again.’” ■

➔ **ON THE WEB** School of Public Policy students and other members of the Pepperdine community also have committed their time and expertise to work in Rwanda. Read their stories: magazine.pepperdine.edu/rwanda



BY ANY STANDARDS MARKHAM MIDDLE SCHOOL IS IN TROUBLE. Chain-link fences surround the inner-city Watts school, keeping outside influences at bay while locking inside an uneasy chaos. More than 30 active rival gangs ring the school's campus, pervade the neighborhood, and impact its residents.

Reported test scores for the students of Markham are among the lowest in the Los Angeles Unified School District (LAUSD).

During the 2006–2007 academic year, more than 500 students were suspended from Markham, at least half of those for “attempted physical harm,” a figure made even more shocking by the fact that it includes 19 assaults on staff members. More recently an administrator was arrested, charged, and sentenced with molesting a student.

Throughout it all Markham's struggles have been no secret. When Los Angeles mayor Antonio Villaraigosa launched the Partnership for Los Angeles Schools in 2008, Markham was one of his targets. The mayor set out to form a collaborative effort between the city and its school district to turn around 15 of L.A.'s lowest performing schools and create a model for doing so district-wide.

Despite its inclusion in what has become one of the largest public school turnaround projects in the nation, today Markham needs as much help as ever. Ongoing budgetary restrictions continue to plague the school, especially as high teacher turnover persists.

National and local media outlets have shone a light on this issue in particular. As the *Los Angeles Times* reported in November 2009, “Even in these difficult times, many teachers would rather remain jobless than work at Markham Middle School.”

STARTING WITH THE BOYS

BOONE CENTER
FOR THE FAMILY
BUILDS A MODEL
FOR STRENGTHENING
INNER-CITY SCHOOL LIFE.

IF YOU WANT TO CHANGE THE INNER CITY IN A POWERFUL WAY, YOU HAVE TO HELP FAMILIES.

It was in this precarious environment that new Markham principals Tim Sullivan and Precious Taylor Clifton reached out to Pepperdine University last year. Under the leadership of executive director Ken Canfield, the Pat and Shirley Boone Center for the Family responded with its most aggressive inner-city program yet: the “Men of Markham” project.



Markham faculty and administrators struggle with the same—though amplified—problems of any middle school: how do we motivate students? How do we help keep them on track towards high school, college, and successful lives? How do we help empower them to resist temptations like drugs and crime?

Canfield has a theory about where to start: the family. As founder of the National Center for Fathering and an authority on, among many other things, the negative consequences of father absence, Canfield has dedicated years of work and research to exploring the influence that father-figures and strong, male role models have on young boys. The relationship is especially impactful in the inner cities, where such individuals are too often in short supply. “If you want to change the inner city in a powerful way, you have to help families,” Canfield insists. “And if you want to

help families, you would be wise to start with the boys.”

Canfield envisioned a program that could set a new course for the young men of Markham Middle School, providing them an opportunity to see another future beyond that prescribed by their current environment. He rallied his team at the Boone Center to develop curriculum and launched a systematic project designed to equip and empower the boys with tools necessary to cultivate what they describe as “healthy manhood.”

Seaver College alumni Julian Williams ('09) and Jonathan Winder ('08) undertook three months of research and literature review on programs that have made a difference elsewhere. “We went to the Bible too,” Williams says. “What does the Bible say about manhood, both in examples of biblical characters and in instruction from the disciples and from Jesus Christ himself? What instructions were men given on how to be men?”

The team eventually developed a model based on a house. The house is built on a foundation—trust—and has four walls, or pillars: respect, self-control, service, and leadership. “The roof is family,” Williams explains. “Without a strong foundation, you can’t develop these four walls. Without all five, you can’t hold up and support your family.”

Allocating one of seven weekly sessions to each component of the

house, the Boone team worked with the boys to gain an understanding of each virtue’s definition, how it is nurtured, and who models it (drawing on examples from history, poetry, music, and art, in addition to familiar individuals). The interactive sessions focused on helping the boys apply these lessons to their own lives.

Boone Center researcher Sean Wang (MA '10) remembers the session on self-control as among the most challenging. “At Markham no one understood self-control,” recalls Wang, whose area of expertise is emotional regulation and pro-social behaviors. “That’s a big factor in antisocial behavior; it’s linked to violence, criminal behavior. The students asked, ‘what are temptations?’ They didn’t understand what the word meant.”


Wang described to the boys the famous 1960s Stanford marshmallow experiment, which tracked the ability of children to resist the sugary temptation when delayed consequences (and gratification) were presented to them. He showed them medical photographs of brains damaged by drugs and alcohol, and recounted how years of learning martial arts helped him feel emotionally strong during his own childhood when he was bullied. Conversation honed in on topics from studying and completing homework assignments to not shoplifting or getting drunk—all about how

(continued on page 20)

AND IF YOU WANT TO HELP FAMILIES,
YOU WOULD BE WISE TO START WITH
THE BOYS.

CONSISTENCY: A Key to Change

By Ken Canfield

A portrait of Ken Canfield, a middle-aged man with short brown hair, smiling. He is wearing a dark suit jacket over a light blue shirt and a yellow and blue striped tie. The background of the portrait is a solid light blue.

AFTER OUR FIRST MEETING AT MARKHAM, one young man bet one of his friends that we wouldn't be back. For sure, there was the typical awkwardness in getting a suitable meeting room, dealing with crowd control, and outlining our plans for the next seven weeks, but the commitment to see this through was unyielding. We did come back. Even though we got bumped around between schedules and venues, we kept coming and when we finished the course, the young man who made the bet confessed, "I was surprised you guys kept showing up."

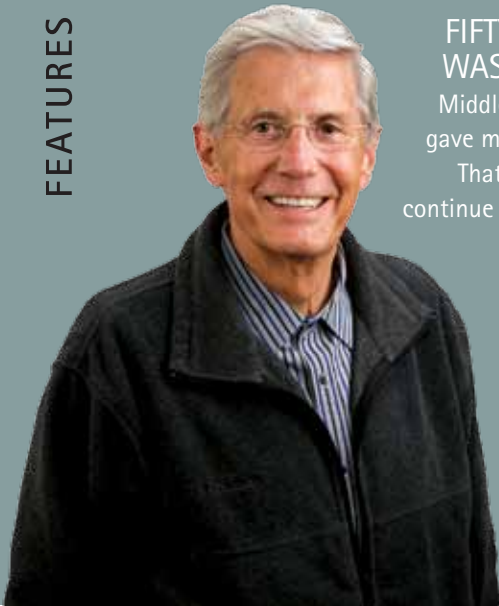
To strengthen young men and women, particularly those who live in challenging environments, half of the battle is "showing up." Fail at this and other forces (gangs, unhealthy behaviors, damaging attitudes, unwholesome media, etc.) will show up and challenge your resolve.

Being consistent is a quality the next generation yearns to see.

It's a trait which distinguishes healthy households. When fathers are predictable in their moods and presence, their children in most cases flourish. Conversely, unpredictability and inconsistency will undermine the potential of a child.

I will never forget the comment I heard from an incarcerated man, who grew up in a neighborhood much like Markham. "When my dad left, everything started to crumble. My sisters got pregnant and ran away, and I dropped out of school and ended up in prison. It's taken me years to get over it, and I still cringe when I think of what could have been."

For the teachers and administrators who "show up" week after week, year after year, and decade after decade, to teach, challenge, and serve students at Markham and similar schools; we salute you. Your dependable and consistent service makes you a true hero in our urban schools, and instills hope during these difficult times.



FIFTY YEARS AGO MY HIGH SCHOOL, GEORGE WASHINGTON HIGH SCHOOL, into which Markham Middle School feeds today, was a different world. My school gave me opportunity and equipped me to make life decisions. That reality has changed today. Washington and Markham continue to be tragedies. It's crucial to build mentored integrity into the kids, to give them a sense of something other than the gangs, the ability to take in an educational effort. That's missing. It's a privilege to be in a place to both watch and encourage what I would call the well-meaning outreach, the augmentation to an educational process. It takes a person to make a difference in another person's life.

--Bill Beazley, chair of the Boone Center for the Family Advisory Committee

➔ **ON THE WEB** The Pat and Shirley Boone Center for the Family is committed to educating and equipping students, leaders, and influencers with resources and research to strengthen families and promote healthy relationships. family.pepperdine.edu

choices made now have important consequences down the line, and each person has the ability to impact their own future.

Trust proved to be another powerful discussion. "The first time we talked about trust we asked, 'who can you trust?'" Williams remembers. "We expected the Sunday school answers: family members, teachers. 'Your mom?' I suggested. Then Tyler, the most outspoken person in the room, as well as the smartest and a born leader, said very quietly, 'I don't trust her at all. I don't trust anyone.' His head was down, looking at the table. It was not his demeanor at all. So I brought it up again later. This time he answered, 'myself.' He probably thought it was an answer of strength, but it came from a vulnerable place."

To help offset the vulnerability secretly shared in common by Tyler and his classmates, the Boone Center partnered with Markham administrators to enlist support from male role models in the community. Local figures were invited to the introductory session and encouraged to maintain contact with the boys after the program concluded. "Positive role models are not absent, they have just been silenced," Williams says. "After six or seven weeks we

leave, and our biggest concern is that the tools we have given them stick. Those guys keep the kids on track."

Mentorship from community members and the Boone men themselves helped effect the exact change the Markham administrators had sought. "They really gave the students an idea of what it could be like down the road for them. They have to see different futures as a possibility for them," says former assistant principal Clifton. "We saw the calming on the campus, a shift in their thinking: 'I'm not hanging out, I'm not trying to cut class. I'm going to class so I can go to college.' The kids were excited and happy when they started talking to men in the community. It gave them something to look forward to."



Markham is, of course, just one among many schools struggling to nurture students in a difficult environment, so while the Boone team developed the course work for Markham, they also piloted the program at a Los Angeles-area World Impact school. The faith-based urban impact program, known for requiring its staff members to reside in the community in which they serve, provided a chance for the team to tailor their program to boys

with related but not identical needs.

It is just part of the growth that the Boone team envisions for their program. They will soon begin their second session at Markham and World Impact, aiming to expand service opportunities and field trips geared towards giving the boys a look outside their own community. The Boone team is developing a bound workbook for the students to mark up and keep, rather than the handouts used previously. They also plan to build curriculum for girls and recruit female team members to operate the program. "We want it to be a program that we can do at any inner-city school," Williams says. "We want it to be a local resource, but also one that we can package and distribute."

Wang, meanwhile, is generating a survey to measure self-control and emotional regulation among the children before and after the program. "We went through 117 studies and narrowed 250 questions down to just 13. We're amassing data for a normative sample to learn: do we have an impact on the ability of these boys to say 'no' to themselves and their impulses? Are we seeing a change in these kids?"

The answer, so far, is yes. ■

WHAT IMAGES SPRING TO MIND AT THE
MENTION OF "BABY BOOMERS?"
EXECUTIVES? YOGA TEACHERS?
BOTOX? ALL OF THE ABOVE?

THE BOOM FACTOR

Media expert Nancy Shonka
Padberg turns the spotlight
on top issues facing the
baby boomer generation.

By Emily DiFrisco



The multifaceted baby boomer group comprises 78 million people living in the United States today. They fall between the “Silent Generation” (the children of the Great Depression) and Generation X. Born between 1946 and 1964, baby boomers are the healthiest, wealthiest, most educated, and prosperous generation thus far, plucked right from the pages of American history.

Boomers saw the U.S. change from a manufacturing economy to a knowledge economy. They saw the formation of the Interstate Highway System, enabling their families to “pack up the station wagon” and travel like never before. They were able to leave their hometowns and go to college. They embraced technology, as they saw the number of television sets grow from 4 to 50 million from 1950 to 1960.

“In the industrial age, it was all about product, price, place, and promotion,” says Nancy Shonka Padberg (MBA ’03), founder of Best Boomer Towns, Inc., and Navigate Boomer Media, LLC. “The manufacturers pushed the product to the customer. You could get your Ford in black or black. In the knowledge age, it is all about consumers, cost, convenience, and communication. The consumer is in charge. And I would argue that the boomer consumer is in charge.”

Even as they age, baby boomers still control 70 percent of the total net worth in the U.S. They spend an average of \$3 trillion dollars per year and an additional \$7 billion online. They purchase 41 percent of new cars and shell out for 80 percent of luxury travel.

Padberg, a former Fortune 500 executive, first discovered the baby boomer market as vice president at The Phelps Group, where she worked on campaigns for Fairmont Hotels, PETCO, and Whole Foods Market. “All these companies have research on their clientele,” she explains, “and the research was astounding. Specifically, with PETCO, we found that baby boomers and empty-nesters spent the most on their pets.”

As part of the team developing TV, print, and radio campaigns, Padberg strove to help advertisers understand and reach the boomer audience. She asked her clients, “How do we connect with boomers emotionally? It was easy with animals. We really had some terrific commercials for PETCO.”

Seeking to start her own marketing firm and realizing that with knowledge comes opportunity,

NANCY SHONKA PADBERG'S

TOP FIVE ISSUES FACING BABY BOOMERS

1 HEALTH

The biggest misconception about boomers is that they are inactive. Boomers take their health seriously and value living an active lifestyle. “Boomers are active and vibrant and engaged in life,” says Padberg. “This is not your grandparents’ retirement. It’s not about rocking chairs; it’s about Pilates and pole dancing.” Unconventional workouts are just part of living the active lifestyle that boomers enjoy.

2 FINANCES

Boomers spend \$3 trillion per year and control 70 percent of the wealth in the United States. While they have wealth, they also worry about their money lasting throughout their lifetime. “The economic downturn has taken a big toll on the boomers. They’ve lost equity in their homes; some have lost their jobs. But this is a resourceful, resilient group,” says Padberg of the boomers’ ability to maintain financial independence. “Again if you look back at their foundation, they are more educated.”

BOOMER FAST FACTS

BOOMERS

...control 70 percent of the total net worth in the U.S.

...purchase 41 percent of all new cars and 80 percent of luxury travel

...spend an average of \$7 billion online per year and \$50 billion on their grandchildren each year

3 INSURANCE

Since boomers are active and value their health, long-term health insurance is becoming a key issue for boomers. Currently, boomers purchase 60 percent of health care, 74 percent of prescription drugs, and 51 percent of over-the-counter drugs. As they age, they will continue to spend to ensure that they can live as healthy adults.

4 TRAVEL

The boomer generation sees travel as an entitlement, whether that means a vacation or relocating to a new city. In addition to purchasing 80 percent of luxury travel, 41 percent of boomers will move upon retirement. When Padberg developed Best Boomer Towns, she looked at the top criteria that boomers want in a city. The results were airport access, university presence, culture, good restaurants, a range of home prices, and moderate weather.

5 WORK

Boomers value work, whether full-time, part-time, or volunteer. With the economic downturn, many boomers are delaying their retirement and facing the need to maintain a full-time job with benefits. At the same time, some boomers are retiring but looking to stay in a stimulating environment where they can volunteer. "Many boomers like to live in college towns, where there are events, entertainment, and volunteer opportunities," says Padberg.

FOUR OF THE TOP GROSSING BANDS
OF LAST YEAR ALL HAVE BOOMER
AUDIENCES:

THE ROLLING STONES

THE EAGLES

CELINE DION

ELTON JOHN

Padberg went back to school, earning her MBA from the Graziadio School of Business and Management of Pepperdine University, where she "saw all the pieces come together." In marketing class, she again studied the demographics of boomers. She also learned the two biggest takeaways for a startup: have a clear point of differentiation and develop a healthy culture.


Parlaying her knowledge from school and her career, the Iowa native developed a business plan for Best Boomer Towns, Inc., which launched in 2005. The Web site serves as a destination for boomers to find and exchange information on the best 21 locations in the U.S. to relocate or retire.

Recognizing additional needs in the marketplace, Padberg brought together nine media colleagues, including Pepperdine alumnus Kyle Murphy (BSM '04, MBA '05), and launched Navigate Boomer Media, LLC in Fall 2009. Navigate allows time-starved media buyers and marketers to buy display advertising on 10, 15, or 20 Web sites at a time. Launched in 2009 with 50 sites, the company now represents 119 sites with over 112 million unique visitors per month.

"Boomers spend an average of 15 hours per week online," says Padberg of her decision to create online businesses. "Print and radio can't say they have their audience for 15 hours per week. The largest segment of the population is coming through and embracing new technology like never before. In fact, the fastest growing segment on Facebook in the last year has been women 50-plus."

Not even one year later, Navigate Boomer Media has emerged as the No. 1 online boomer ad network in the U.S. They represent boomer-focused Web sites such as vibrantnation.com, grandparents.com, and silverplanet.com, and publish original content for Web sites, blogs, social networking communities, and streaming radio. The business is now expanding into Canada and Southeast Asia.

While the young company continues to grow, Padberg observes, "We're not a Fortune 500 company, we're not corporate. We wear a quite a few hats. We're nimble and can make quick decisions. We know that we have the right media with the right target audience, at the right time." ■



Entrance to the library

A Long & Deep Past

An essay from the perspective of
STEVEN S. LEMLEY

*Excerpted from an address delivered
at the Pepperdine University Bible
Lectures, May 5, 2010*

WILLIAM FAULKNER WROTE IN *REQUIEM FOR A NUN*,
“THE PAST IS NEVER DEAD. IT’S NOT EVEN PAST.”

Nothing illustrates that line more than how the themes of Pepperdine’s first 20 years, 1937-1957, shape what we think and what we do in this University today. We are still a young institution but we are far from our launching year—18-year-old freshmen in 1937 would now be over 90 years old. Twenty-two-year-old seniors in 1957, at the end of the Batsell Baxter/Hugh Tiner era, would now be 75 years old. Only a handful of people who were on staff in those years are even alive. We have a long and deep past. But it is not dead. It is not even past.

1937–1957

There is a clear and definable story arc between George Pepperdine's life and the life of the institution he founded. It is a story line of a man, and an institution, driven by internal forces from obscurity to universal recognition.

Born in 1886 to hard-working, honest, faithful farm people, George wanted more than a farm life and went to business college in Parsons, Kansas. He learned business practices that included skills like shorthand. That was where, in 1905, he saw his first automobile.

He worked in Kansas City as a stenographer. He loved to recount how, in a pivotal moment, he refused point-blank to tell a lie to protect his employer who then kept him on out of respect for his ethical sensibility—and his nerve.

In 1909 he started a tiny mail-order auto-parts business which developed into a store in Kansas City. Tuberculosis caused him to move to Denver, Colorado, where he opened a second store. And Western Auto was underway.

In 1916 he moved to Los Angeles, California, and opened a store at 1200 South Main Street. By 1920, there were 11 stores across the western U.S. and sales exceeded \$2 million—equivalent to \$11 million in today's dollars.

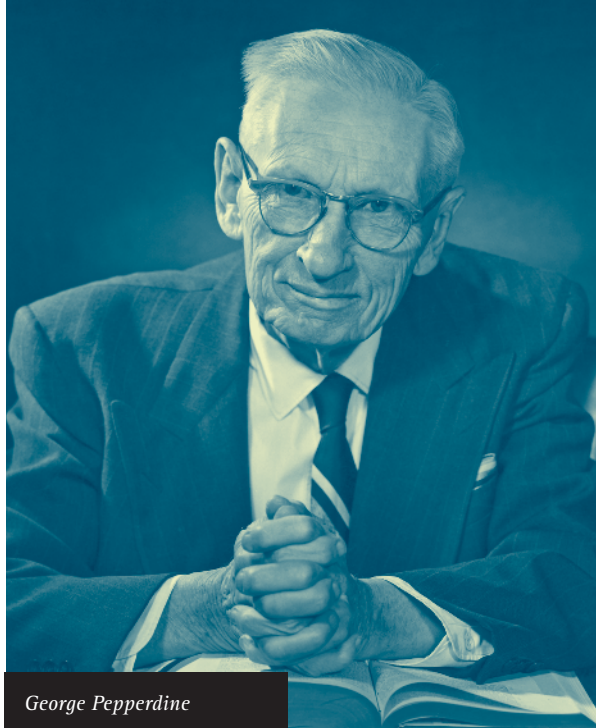
As Western Auto expanded in the 1930s it became a nationally respected name in retail trade; by the 1930s George Pepperdine was in demand as a speaker to chambers of commerce and civic and business groups. He spoke on radio to promote California and the Pacific Coast to the rest of the nation and about how to achieve ethical success in business; he was an important national voice, a personage long before he was the

founder of a college. Dr. David Baird has said that George Pepperdine's life in those years is worthy of the interest of California historians for his role in creating a California-consciousness across the nation and setting the stage for the vast inflow of people in the subsequent decades.

In 1930 his wife died. As he dealt with his loneliness, he also faced the great economic depression that threatened the existence of his company. Though his stock was greatly devalued, in 1931 he established the George Pepperdine Foundation, which he hoped might one day enable him to help worthy causes. It was difficult, but Western Auto survived the depression and he sold it in 1939. He helped a lot of good causes with the money. He was always supportive of the Boy Scouts, the YMCA, and helped start and sustain 40 Churches of Christ in the western U.S. After starting the school bearing his name, he gave an anonymous gift of \$25,000—about \$500,000 in today's dollars—to Harding College and saved the school from foreclosure.

In 1934 he married Helen Davis, attracted to her passion for the needy. She quickly pulled him into the work of establishing and supporting charitable institutions for disadvantaged young women.





George Pepperdine



Hugh Tiner (far right) and staff

George Pepperdine was baptized in a small town in Kansas in 1904. Then, as now, with its emphasis on congregational autonomy, Churches of Christ were not easily defined.

And there were regional differences in the church that made it even more complex than today. Embedded in Kansas churches, and churches of the upper Midwest, there was militant opposition to the rise of colleges in the mid-South that sought support from churches. Because of that background, he was an unlikely candidate to endow a Christian college. True, his move to California brought him into contact with co-religionists with backgrounds in Texas and Tennessee who were less resistant to Christian education, but he paid attention to the echoes of his Kansas church origins to the end of his life.

He admired a brilliant young man named Hugh Tiner, the 30-year-old

supervisor of the Los Angeles County public schools. A Texas native with degrees from Abilene Christian and Stanford, Tiner was just as committed to the church of his youth as was George Pepperdine, and he believed that Churches of Christ in Southern California could

be advanced by a college like the one he had attended in Abilene, Texas.

In George's autobiography, he says that the idea for founding a Christian college came "through the vision and enthusiasm of a young man... Hugh M. Tiner." In a letter written in March 1937, he referred to Tiner's proposal for "the establishing of a college in or near Los Angeles, which you are asking me to help finance."

Most of our sources will say things like, "As much as anyone, Hugh Tiner was in the forefront of promoting a Christian college on the West Coast." That is an understatement. There were others in the hunt, but the evidence points to Hugh Tiner as the originator

of the idea and as the one who made the sale to George Pepperdine. We have never given him sufficient credit for his vision and for having the courage to approach his wealthy friend with this audacious proposal.

George responded cautiously, but as he says in his autobiography, "If a college could be established which would provide a Christian environment, employ dedicated professors with a profound faith in God, provide a sound curriculum which would reflect high ideals in every area—[I] was interested."

Tiner called in the more experienced Batsell Baxter, a man George Pepperdine's age, and president of Abilene Christian College during Tiner's student years. Tiner brought him to Los Angeles to help close the deal with Mr. Pepperdine. Pepperdine wrote in *Faith Is My Fortune* that he told Baxter and Tiner, "I don't want another college that will be dependent on the churches for support. I have in mind a four-year liberal arts college, an institution of higher learning where any worthy boy or girl, regardless of his religion or financial standing, can get an education. And I want it to be a college that is academically sound, based on Christian faith." (continued on page 28)



SOME FACTS OF THE FIRST 20 YEARS:

- > The *Graphic* was started in the first year, named because of the G-P-C forming the first, middle, and last letters of George Pepperdine College.
- > Some say the Waves designation was not because the campus was three miles from the Pacific Ocean but rather for the ripples in the mud puddles that formed in the unfinished landscape of the campus in the very rainy first year of operation.
- > Dolores (pictured above) was in the middle of the campus fountain by 1940. She was a statue of a two-year-old girl covered in part by a towel that she held to her face. She was frequently stolen, sometimes by Loyola students, sometimes by Pepperdine students, sometimes returned and sometimes not, replaced by a slightly different version.
- > Enrollment did not exceed 500 until after the end of World War II in 1945. The GI Bill passed in 1944, offering tuition assistance to over two million WWII veterans. Enrollment at Pepperdine increased in 1945 by nearly 40 percent to 824, peaking at 1,723 in 1947. We're talking here about increases bought on by men coming straight from active duty in the army, navy, and marines! Enrollment declined gradually to below 1,000 after 1948, and rose again to 1,100 by 1956.
- > In 1939 and 1947 Pepperdine won the Drake Relays, setting records for that event. In 1947 Pepperdine's football team won against Nebraska Wesleyan in the Will Rogers Bowl in Oklahoma, for which we have a banner in our field house. We owe this to the GI Bill.
- > The first graduate degree of any description among colleges related to Churches of Christ was Pepperdine's MA in religion, started in 1944 with a distinguished faculty.
- > In 1946, the debate team won the Pacific Southwest Tournament over USC, all the UC campuses, Redlands, and College of the Pacific.
- > We should not forget that while Pepperdine allowed African American students to enroll from the beginning, they were not allowed to live in the campus dormitories for several years after the college's founding. Yes, those were different times, and Pepperdine was ahead of sister schools located in the South in its admission policy, but there is shame in such a residential policy.



The original Pepperdine campus in Los Angeles



Enrollment begins for the graduate degree in religion, 1944.



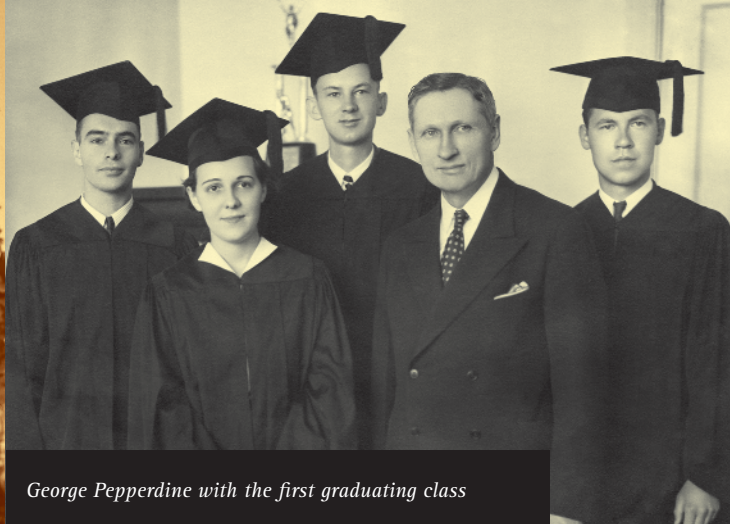
The campus library



Science class



George Pepperdine speaking on Dedication Day, 1937



George Pepperdine with the first graduating class

Agreeing to start the college, his foundation would furnish the initial cost and supply “a good part” of the operating cost. He specified, however, that students would be expected to pay tuition. That was in February 1937. To the shock of Tiner and Baxter, George said he wanted his college to open within seven months, by September 1937.

1937! Remember that in 1937, the country and the world were still in the Great Depression, which didn’t end in the United States until after 1941. In fact, in 1937, there was a surprise recession within the depression—the stock market plunged again and unemployment that year moved from 14.3 percent to 19 percent (at the depth of the depression, unemployment stood at 25 percent). That year, a half-million Americans were involved in sit-down strikes, Hitler was on the move, Japan took five major cities in China and sank a U.S. gunboat, the Spanish Civil War produced Guernica, and Italy withdrew from the League of Nations. Was this any time to start a college?

George’s deep contacts in Los Angeles enabled him to quickly find a site for the campus—relatively open land in southwest Los Angeles, a former working ranch with the large house still intact, a long and narrow 34 acres. He pushed hard for the immediate construction of a three-storied administration and classroom building.

Baxter agreed to come as president and, without shame, recruited faculty

from Abilene, Lipscomb, and Harding. Tiner gave up his career with the Los Angeles public schools and was appointed dean. And Tiner was appointed to the founding board of trustees—on which he served while he was dean and for his entire term as president, another indication of George Pepperdine’s immense confidence in Tiner and, I believe, an indication that he considered the school to be Tiner’s brainchild.

as well, and must have also understood that these views would have to sound right to the Los Angeles business community: “This institution, while placing special emphasis on Christian living and fundamental Christian faith, shall be a private enterprise, not connected with any church, and shall not solicit contributions from churches.” But he went on, “We want to build in the student, Christian character and a desire to prepare for Christian service, Christian living, and

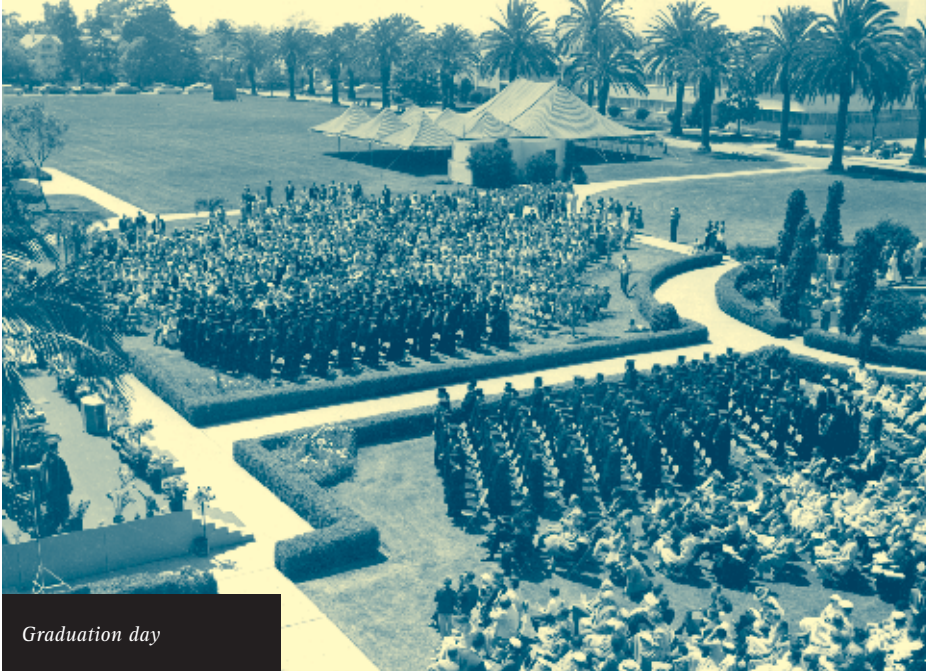
Christian influence in the world.”

The school opened with 167 students from 22 states, 21 faculty teaching in eight departments. The only building ready was the administration/classroom building in so-called “Streamlined Moderne” style—all rounded corners in the

September 21, 1937, was dedication day for the new college. Two thousand people were present; the mayor of Los Angeles and the governor of the state added dignity to the proceedings and George Pepperdine, 51 years old, gave the founder’s speech.

This is a speech that the Pepperdine community gathers to hear at Founder’s Day every September. It is important to understand that while he may have had the church of his formative years in mind, he knew there had to be a larger constituency given the stage of development of Churches of Christ in California. He was a man of the world,

exterior architecture. It leaked when it opened and probably still does. There were no dormitories; students were housed at the William Penn Hotel and shuttled to and from campus in a chartered streetcar. A dining hall, a gymnasium, the library, two dormitories, an auditorium, fine arts complex, home economics building,



Graduation day



Batsell Baxter

Administration building, George Pepperdine College

and business classroom building were opened between 1938 and 1946.

All of it was funded from the George Pepperdine Foundation. Sources differ, but the total amount coming from George Pepperdine for campus construction, endowment, and operating costs between 1937 and 1946 was between \$3 to \$3½ million. A simple inflation calculator says that in 2010 dollars, that is over \$53 million. The college was accredited in April 1938 by the Northwest Association of Colleges, seven months after opening.

In the late 1940s and early 1950s, the assets of the foundation were badly invested and wholly depleted, as were George and Helen Pepperdine's own assets. Creditors tried to take over the assets of the college itself. It was a train wreck! The foundation was dissolved in 1951. There was full and poignant truth in George's reply to a young boy who

once asked him how much money he had. "All I have is what I gave away," he replied. "Freely ye have received, freely give," the words on our seal, may be difficult to translate into today's tuition structures—but those words surely describe George Pepperdine.

The board of trustees began to look at operating deficits with no hope of endowment income. In 1952 the Western College Association denied renewal of accreditation, something not restored until 1953, largely because of the association's alarm about the school's financial plight and the bad publicity generated by the collapse of the George Pepperdine Foundation and his own insolvency. There were important reasons for the board to seek a leadership change in 1957—survival hung in the balance. ■

ABOUT STEVEN S. LEMLEY



I first set foot on the original Pepperdine campus in 1964. I would never have done that without my interest in Emily Young, whom I ultimately convinced to marry me. I am a Pepperdine graduate, twice over, as well as a graduate of Ohio State and I'm also a graduate Lubbock Christian University (LCU)—where, from 1978 to 1993, I worked as academic dean for four years and as president for 11. I serve on the LCU board of trustees. I am a former dean of students at Pepperdine, a former provost at Pepperdine, and now a full-time faculty member—which is all to say that I am well acquainted with what drives colleges, how they work, how important their histories, cultures, and identities are.

➔ **ON THE WEB** Read more at magazine.pepperdine.edu/pepperdine-prologue

WHAT WILL YOU BE DOING ON SEPTEMBER 11, 2010?

22nd annual STEP FORWARD DAY

Roll up your sleeves and sign up today for a global service project near you. Registrants receive a limited edition T-shirt. Families welcome.

www.pepperdine.edu/alumni/chapters/stepforward



*When PEPPERDINE
PEOPLE are present*
**CONNECTIONS
HAPPEN**

**CAREER
CONNECTIONS**

**SOCIAL
CONNECTIONS**

Coming this fall...

WAVES Weekend

October 15-17, 2010

Share in the Pepperdine spirit this October as alumni, students, faculty, and friends come together for the first annual Waves Weekend. The celebration includes new festivities as well as some of your favorite Pepperdine traditions:

- Waves Weekend Concert — featuring Dwight Yoakam and several of your favorite Pepperdine bands
- Homecoming
- Family Weekend
- Blue & Orange Madness
- Athletics Hall of Fame Dinner
- Alumni Festival — L.A. Food Trucks and Alumni Service Showcase
- University Church 40th Anniversary Celebration
- Fab Five and Class of 2000 Reunions
- Sweethearts Brunch
- And much more!

Join your fellow Waves for the ultimate Pepperdine celebration.

Register and learn more:
www.pepperdine.edu/wavesweekend

Follow @WavesWeekend on Twitter for all the latest news and information.



STUDENT
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Keeping the Hope

ALUMNUS CHRISTOPHER ROOS

gives cancer patients and their families a rest from treatment with Camp Keepsake.

By Sarah Fisher

Twelve years ago, Christopher Roos (MA '93, EdD '02) sat at the bedside of his close friend Jodi as she slipped in and out of coherency during the final days of a hard-fought battle with cancer. During months of exhaustive, expensive treatments, Jodi had no chance to rest with her friends and family while she was still conscious enough to enjoy it. The injustice plagued him.

As the founder and developer of a number of successful business startups, Roos realized he had the tools to make that meaningful opportunity possible for others. He established the Cancer Hope Foundation, with the mission to enhance the lives of people affected by the disease. The main focus of the foundation is its Camp Keepsake program, which offers a weekend retreat for patients, family, and friends.

"A lot of people dealing with cancer are financially strained by paying for treatments, prescriptions, or travel to hospitals, and they need to always be near to medical facilities," Roos notes. "Some haven't been able to take a trip in years."

In the 12 years since Roos founded the program, hundreds of families have had the experience he knew that Jodi would have relished: support, spa treatments, and traditional camping activities, all with the security of knowing that the rented campsite in Calabasas, California, has plenty of medical facilities nearby.

A special feature of Camp Keepsake is its focus on the community surrounding the patients and the acknowledgment that cancer is exhausting and emotional for family and friends. Each patient is allowed up to five guests, at no cost, so that everyone who is immediately affected by the cancer gets a respite for one weekend. “Also, some friends or family live out of area and can’t be there all the time, so this gives them a special weekend together,” Roos adds.

“I remember one camper who was dealing with a terminal brain tumor, who came when we had an island theme with a reggae band and a limbo contest,” Roos recalls. “He won the contest. But the biggest thing for him, the thing he was so appreciative of, was that his family had made new friends. He realized he wasn’t going to make it, so it was important to him that his family had that ongoing support after he was gone.”

Roos combined his background as a psychology graduate—with a bachelor’s degree from California State University, Northridge, and a master’s from the Pepperdine Graduate School of Education and Psychology—with his head for business when he founded the Cancer Hope Foundation. He believes in the idea that strong community support works wonders for recovery or grief, and as president of the commercial fastener distributor Dal/Lyn International, Inc., he has the business acumen to ensure the camp operates at its best for the good of its campers.

“Running a camp has been compared to running a small city,” Roos admits. “And in bringing together strangers, volunteers, and people on medication who are dealing with serious life and death issues, emotions are always all over the place. Thankfully, I have an amazing team of directors, and our staff is 100 percent volunteer.”

Losing Jodi also spurred Roos on to help make cancer more bearable for its sufferers in other ways. In 1998 he joined the American Cancer Society, where he helped out as, among other things, a team-building specialist, director of a children’s camp, and the team captain coordinator for the inaugural Relay for Life event in Newbury Park, California. His work with the society earned him an American Cancer Society Award for Distinguished Service. He is also a consultant for Camp Challenge in Sacramento, California, which models itself after Camp Keepsake, as well as a consultant for Project Kindle, helping with the purchase and development of a medical, hospitality, and camping facility.

“I always wanted to help people, and I just try to share my passion whenever people hear me speak,” Roos says of his tireless work. “Also, I make sure I

I try to tell my volunteers that helping others is also a gift to yourself because you see such rewards in making people smile.

back up what I say—if people can see me working my tail off then they might want to do something similar. I try to tell my volunteers that helping others is also a gift to yourself because you see such rewards in making people smile.”

The campers smile when they arrive, anticipating a relaxing weekend of adventure. They smile as they observe Roos and his team of volunteers working hard and sacrificing their own leisure time to host Camp Keepsake. And they smile at the end, as they say goodbye to their new extended community of friends. That is when Roos is reminded that he is doing something truly special.

“People arrive on Friday as strangers. By Saturday, they are friends. And when they leave on Sunday, they are family,” he says. “When we talk about taking a break away from daily life stresses, people think it will be depressing. But really, this is a celebration of life.” ■



The WAVES OF SERVICE movement celebrates, supports, and connects Pepperdine alumni committed to volunteerism and careers of service worldwide. Learn more about alumni like Christopher Roos and how you get can get involved at www.pepperdine.edu/wavesofservice.

Introducing the Churches of Christ Heritage Center

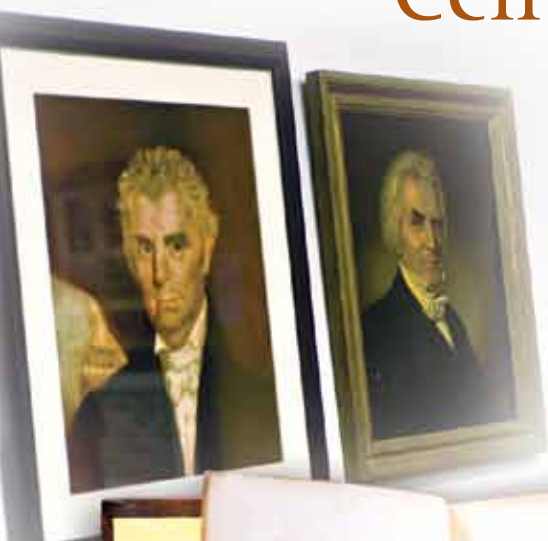


Dean of libraries Mark Roosa, left, and University archivist Melissa Nykanen review materials with Jerry Rushford, director of Church Relations and founder of the Churches of Christ Heritage Center.

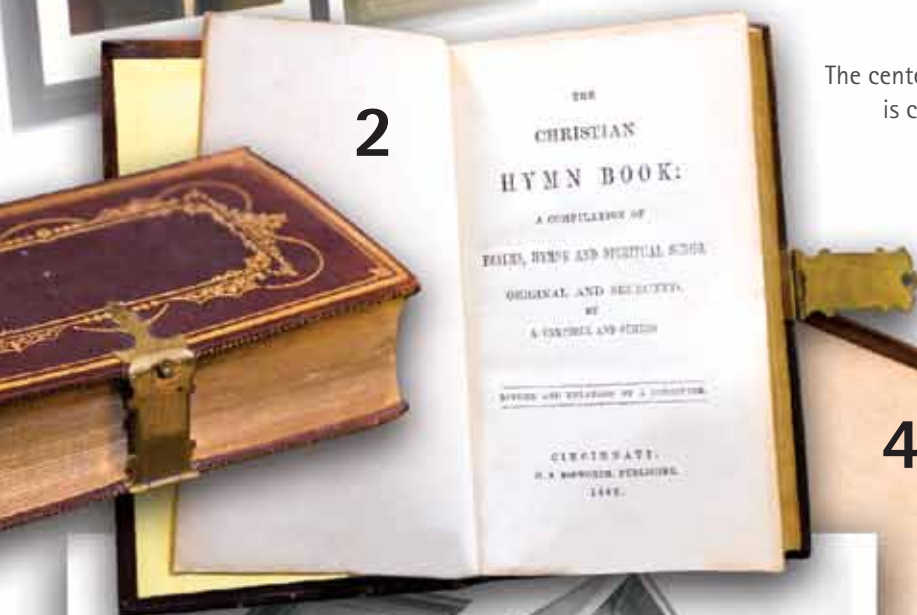
On the opening night of this year's Bible Lectures, Pepperdine University dedicated the new Churches of Christ Heritage Center, a repository of books, documents, photographs, Christian periodicals, congregational histories, biographical studies, archival materials, and artifacts of Churches of Christ and the Stone-Campbell Restoration Movement.

The center, established with support from the Pepperdine University Libraries, is committed to the acquisition and preservation of these materials and to the promotion of research of this important religious movement.

Pepperdine Magazine takes a look at a sampling of the center's materials, including out-of-print books, unique photographs, and rare archival items now on display in Payson Library. Visit magazine.pepperdine.edu/heritage-center to view more. ■



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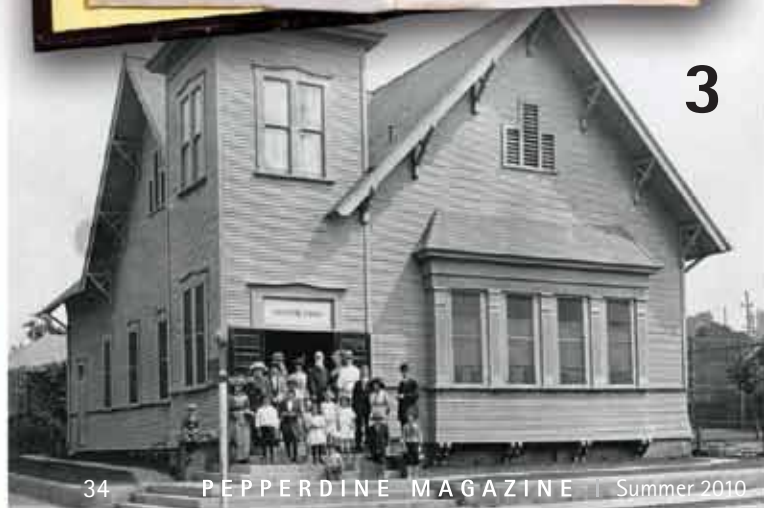


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6



7



1. Barton Warren Stone (1772-1844) and Alexander Campbell (1788-1866) met for the first time in 1824 and their restoration and unity movements merged in 1832. It was estimated that the unified movement of Stone and Campbell probably had more than 25,000 members in 1832.

2. This copy of Alexander Campbell's *Christian Hymn Book* is 5"x3" and was published in Cincinnati, Ohio, in 1866. It includes the words to 1,324 songs and has an "Index of Subjects" and an "Index of First Lines" in the back. The length of the hymnal is 840 pages. (shown here with the cover and locking clasp)

3. The Church of Christ in East Los Angeles began as the result of a tent meeting conducted by G. W. Riggs in 1903. The congregation began meeting in their "new house" at the corner of Sichel and Altura Streets on March 6, 1910. The Sichel Street Church of Christ celebrated their 100th anniversary on July 10, 2010.

4. This small book is only 4"x3" but has 352 pages. It was published in 1844 by Alexander Campbell on his own press at Bethany, Virginia.

Included in an appendix are six letters "to a sceptic" that were first published in Campbell's monthly periodical, the *Christian Baptist*, in 1826.

5. In the late 19th and early 20th centuries, clergy were able to secure half-fare permits to travel on trains. This one, dated December 31, 1911, belonged to G. W. Williams, the preacher for the Church of Christ in Midvale, Idaho.

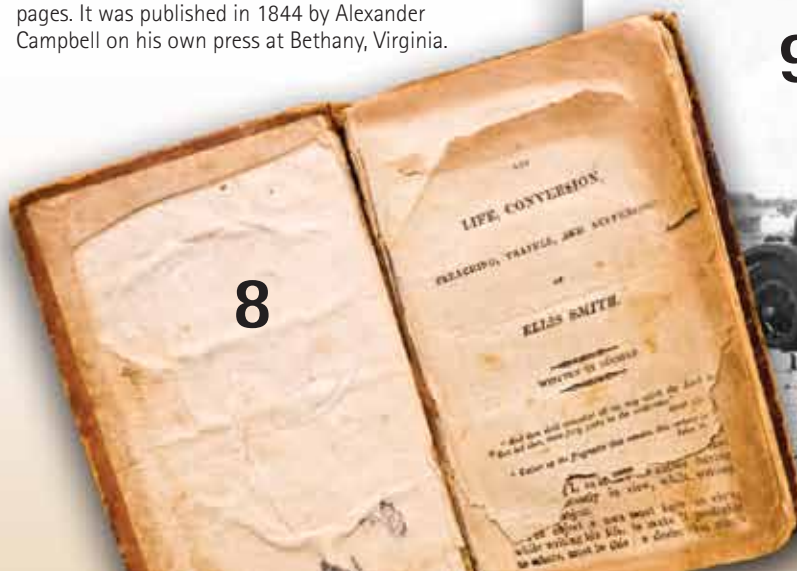
6. John Moody McCaleb (1861-1953) was a missionary to Japan from 1892 to 1941. On the eve of WWII he returned home to teach at George Pepperdine College. The Heritage Center has copies of all of his books including this rare one published in Tokyo in 1919. *Memories of Early Days* is the story of his pre-college days in Hickman County, Tennessee. This copy is signed "J. M. McCaleb May 13, 1919."

7. George Pepperdine (front, center) took his mother (on his right) on a world tour in 1928. In Omiya, Ibaraki, Japan, they had their photo taken with several American missionaries from Churches of Christ who were serving in Japan at that time.

8. Elias Smith (1769-1846) was a cofounder (along with Abner Jones) of a group known variously as the New England "Christians" or the "Christian Connection." This rare volume is titled *The Life, Conversion, Preaching, Travels, and Sufferings of Elias Smith Written by Himself*. It was published in 1817.

9. In the depression years of the 1930s, this truck collected food and clothing for the Church of Christ Children's Home in Ontario, California.

9



The New JD

< ED LARSON

By Emily DiFrisco

EQUIPPED WITH MORE PHDs THAN EVER BEFORE, SCHOOL OF LAW PROFESSORS RAISE THE BAR WITH THEIR MULTIDISCIPLINARY EXPERTISE.

CHANGE IS AFOOT IN THE REALM OF LEGAL EDUCATION.

Compared to just a decade ago, the biographies of law faculties today reveal a significant increase in the number of professors who hold PhD degrees in addition to the juris doctorate (JD). Nearly all law professors have JDs and many hold advanced law degrees such as the master of laws (LLM) or doctor of juridical science (SJD), but legal education is moving toward a greater emphasis on interdisciplinary studies, making the PhD a sought-after credential.

Beginning in Fall 2010, the Pepperdine School of Law faculty will comprise six professors (or 13 percent) with both JDs and PhDs—putting the school squarely on track with the nationwide trend. These professors write on everything from how to rank federal judges to consumer welfare regarding cell phones, from American health care law to how to put worldwide terrorists on trial. "The academic training and expertise of these colleagues in disciplines such as political science, economics, and history, among other fields, create wonderful opportunities for our students," says vice dean Tim Perrin, "further enlivening the discourse at the law school both in and out of the classroom."



MEET THE PROFESSORS

✦ Pulitzer Prize winner Ed Larson (PhD, University of Wisconsin) joined the Pepperdine faculty in 2006, and now serves as University Professor and the Hugh and Hazel Darling Chair in Law. The prolific author writes and teaches on history, law, science, and bio-ethics.

"My dissertation dealt with 20th-century American science law," he describes. "Modern American law is shaped by our past. If we don't understand where we came from and how we got here, we cannot hope to understand where we are going or how to get there."

Larson cites eugenics as an example of the need to understand the past. "I've written one book and dozens of articles on the history of American eugenics—a topic that I worked on during graduate school. Unless we understand that history, we cannot hope to address the promises of modern human gene testing or therapy and the pitfalls of genetic discrimination."

✦ Rob Anderson (PhD, Stanford University) joined the faculty in Fall 2008. In studying political methodology, Anderson learned how to apply statistical and game-theoretic approaches to political phenomena. "I went to graduate school because I wanted to acquire the tools I needed to do quantitative research on political organizations," he explains. With those tools in hand, Anderson developed computational and empirical techniques for analyzing corporate transactions and corporate governance. He even devised a system by which to evaluate the "quality" of federal judges.

Rob Anderson and
Babette Boliek

"If judging were driven exclusively by ideology, there would be little point to ranking judges. A researcher could order the judges from left to right, but there would be no common ground that one might call 'quality' judicial performance. But if, as I argue, appellate judges indeed do generally 'follow the law,' then empirical techniques can rank judges according to their fidelity to legal precedent."

Anderson's study revealed that justices Sonia Sotomayor and Stephen Breyer were among the most positively cited judges since 1960. This type of empirical scholarship has the potential to constructively influence public policy because it can contradict mistaken perceptions of Supreme Court justices in the popular press.



✦ Private international law expert Jack Coe (PhD, London School of Economics and Political Science) is also tenured and has taught at the school since 1984.

He was recently appointed by the American Law Institute to help write the *Restatement (Third) on the Law of International Commercial Arbitration*, which will influence lawyers, arbitrators, and judges around the world.

✦ Babette Boliek (PhD, UC Davis) joined the faculty in Fall 2009. Her doctoral and subsequent research and writing focuses on the U.S.

telecommunications industry and the consumer welfare effects of regulation within the industry.

"I love to study the impact of legal regulation on private economic activity," she says. "The economic analysis of law is so interesting because it goes beyond theory to assess legal rules that have real human consequences."



This fall, Pepperdine will welcome two new colleagues to the faculty: Michael Helfand (PhD, Yale University) and Greg McNeal (PhD candidate 2010, Penn State).



✦ Helfand studies contemporary theory, political philosophy, and American politics. He has worked extensively on the intersection of group rights and the law, including religious arbitration, equal protection clause jurisprudence, and political theories of toleration.

✦ McNeal researches the institutions and challenges associated with global security, with a particular focus on criminal law and procedure, national security law, and international criminal law. He has written widely on issues related to counterterrorism and national security, and he is the editor-in-chief of *The National Security Report*, a publication of the American Bar Association's Standing Committee on Law and National Security.

During and after the trial of Saddam Hussein, excerpts from McNeal's award-winning, coedited book *Saddam on Trial: Understanding and Debating the Iraqi High Tribunal*, were translated into Arabic, and in an effort at judicial outreach, were read over the radio to the Iraqi people. McNeal continues to write on issues related to law, policy, and culture. ■

➔ **ON THE WEB** To learn more about the Pepperdine Law faculty, visit law.pepperdine.edu/academics/faculty.

MEDICAL MISSION



Seaver College students help
heal the sick, serve the poor,
and find their way at the Mission
at Natuvu Creek in Fiji.

By Sarah Fisher

In a warm, spring day at the Mission at Natuvu Creek, a 12-year-old Fijian girl placed a pair of tape-bound glasses on her head, opened her eyes, and saw the world for the first time. She had lived on Fiji's paradisaical island Vanua Levu her entire life, but had never really seen the waves crashing along the shore or the tiny lizards scuttling across her path because her family couldn't afford glasses.

Her reaction to this new vision was instantaneous. "She burst into tears," remembers sports medicine minor Taylor Johns, who helped craft the glasses for her unusual prescription. "She had gone from seeing nothing but blurs and distorted shapes to being able to successfully count our fingers and see our faces."

This May, Johns and 24 of his Seaver College peers volunteered at the nonprofit Mission clinic, where seasoned medical professionals—all fellow volunteers offering their services for weeks or months at a time—teach and train in a hands-on fashion.

Accompanied by Laurie Nelson, associate professor of sports medicine, the pre-med and pre-dental students assisted wherever they were needed for three weeks. While Fijian communities enjoy the luxury of fine weather, golden beaches, and scenic mountain views, they have very limited access to modern medicine and dentistry. Heidi Bruce, a biology major who assisted the clinic's anesthesiologist, remembers meeting several men who had lived with hernias since their youngest years. "They had to live with that

pain their entire lives," she says. "I can't imagine what that must have been like."

Dentist and Pepperdine regent Marta Tooma and her ophthalmologist husband Thomas founded the Mission at Natuvu Creek 10 years ago, after Marta visited Fiji on a dental outreach program with the Dream Machine Foundation. "I saw the great need for dentistry in this paradise setting, where every village had tremendous numbers of people in pain and with abscesses," Tooma recalls.

Today, the outpatient clinic offers a range of services to the communities, free of charge, based almost entirely on what ailments the current crop of volunteers are qualified to treat. At various times in the last few years they have performed plastic surgeries on cleft lips and palates, cataract operations, tooth extractions, and a host of general surgeries.

Knowing the inadequacies of Fijian health care, Tooma anticipated the difference a free clinic could make to the people of Vanua Levu. She wasn't prepared, however, for the impact the work would have on the students, who helped treat patients suffering from conditions that are usually treated quickly and efficiently in the United States.

"This has been a revelation for me about what this mission means—I was not counting on how this would change the lives of the people who serve here," Tooma says. "Students find it most valuable in helping to choose their professional niche in medicine, whether it's surgery, ophthalmology, or dentistry."

Sports medicine major Sandra Nnodim wanted to give dentistry a trial run while serving abroad. During the second week of the trip, she and two of her peers shadowed Tooma. "It was such a joy to actually feel like I was making a difference as we assisted in setting up equipment, injections, and tooth extractions," Nnodim says.

"I'm very proud of the work we did in Fiji, where there is such need for medical care and health facilities," agrees Kaitlin Donohue, also a sports medicine major. "I have always loved traveling, but have never had the opportunity to travel with a purpose, and I wanted to do something useful and rewarding."



"The experience only fueled my desire to practice medicine," adds Johns, who participated in the Pepperdine Project Serve medical trip to the Dominican Republic this spring, and the International Programs Honduras Medical Mission last year.

While all eyes were on the doctors, dentists, and volunteers at the community's most advanced, and free, clinic, Johns notes that the clinic staff and interning students were warmly welcomed as part of the community. The students all maintain that what they learned, achieved, and gave to the community as medical interns was surpassed by what they learned from the people of Vanua Levu about joy and gratitude for the simple things.

Johns remembers the 12-year-old girl, as the glasses he and his teammates crafted changed her world from a blurred mass of colors and shapes to a vision of happy clarity. "For us, it was what we came to do—it was our job—but for her it was life changing," he says. "Never have I felt such joy as when I watched her put those glasses on." ■



This has been a revelation for me about what this mission means—I was not counting on how this would change the lives of the people who serve here.

—Marta Tooma

➔ **ON THE WEB** seaver.pepperdine.edu/internationalprograms

COMMUNITY

Courtside COMMUNICATION

MIRANDA AYIM
sets a new standard
in women's basketball
as the nation's top
scholar-athlete.

By Sarah Fisher

As the women's basketball team takes on a rival school in Firestone Fieldhouse, Pepperdine's mascot Willie the Wave shakes a blue hand in the air to rally support from the crowd. The fans cheer for the Waves, encouraging their team in blue and orange. Head coach Julie Rousseau stands at the side, reminding her players about the game plan. And in the thick of it all, center Miranda Ayim ('10) catches the ball, glancing around at her teammates to figure out her next move. If she can't communicate her intentions to the player she needs, it's all over.

On the court, Ayim knows the importance of communication—between her team, her coach, and her supporters. Her innate interest in the subject shined through her undergraduate work at Seaver College, where she achieved a steady and impressive grade point average as a public relations major. At the same time, she continually stood out on the basketball court during her four years.

In April 2010 the Division I-AAA Athletics Directors Association honored her hard work by naming her the nation's top scholar-athlete in Division I-AAA women's basketball. "The things that help me to succeed on the court—having a positive attitude, working hard, and striving to be the best—help me off the court in many aspects of my life, one of those being academics," Ayim says, adding that the award was "definitely a huge honor."

The award follows an impressive career at Pepperdine in which the 6'3" player became the first Pepperdine women's basketball player to be named three times to the WCC All-Academic first team. She also won the Pepperdine Athletics Female Scholar of the Year and Female Athlete of the Year awards, and was named a first team Arthur Ashe, Jr. Sports Scholar. Yet despite a list of distinguishing accomplishments, she claims something altogether different as the highlight of her career at Pepperdine. "I hope this isn't cliché, but I've always valued the relationships I've had over the years with my teammates and others," she says. "Those connections are what make great moments on the court meaningful."

Last summer, Ayim cultivated friendships with new students, helping them acclimate to life at the Malibu campus. She

sacrificed a spot on the Canadian national women's basketball team to do so. This summer she is making up for it as a part of Team Canada in British Columbia. "After playing with the national team this summer, I'll head overseas to play in Europe in the fall," she says. "Hopefully this chance to play professional basketball will give me the time and experience to figure out my 'calling in life,' as they say."

One thing she knows about her eventual calling is that basketball will always play a part. Her father played the sport in college and her mother coaches 7th and 8th grade teams. Though Ayim actually began her athletic career playing volleyball, by the time she had reached the 10th grade she realized she was destined, like her parents, for basketball. On the court, she set a school record for blocked shots (182), started 100 games out of 119, and finished eighth in career scoring (1,377) and rebounding (735).

Looking ahead to the far future, however, she feels her calling might be off the court, communicating for the sport as part of a public relations team. "I'm interested in getting into sports or music PR," she explains, adding that while growing up, she would often sit at the family piano writing songs. "Those are my two passions: athletics and music. Luckily, public relations is a very flexible field."

As Ayim begins a new chapter, she reflects on her experiences and accomplishments at Pepperdine as both a scholar and an athlete. One of the joys of college for many students is the sense that each year yields a remarkable degree of personal growth, something Ayim sees in herself. "Looking back at my freshman year and seeing the progress I've made throughout the four years tells me my hard work wasn't in vain," she reflects. "I'm a stronger and better person now, and that's something I'm proud of."

Ayim credits that sense of pride as an essential component of her own success as a scholar-athlete, and one she will channel in her future endeavors. "If you take pride in what you do and how you do it, both on and off the court," she affirms, "then you won't allow yourself to fall short of the standards you've set for yourself." ■



Pepperdine Athletics

THE YEAR IN REVIEW

WHEN THE FINAL WHISTLE BLEW ON THE LAST GAME OF THE 2009–2010 ATHLETIC SEASON, THE PEPPERDINE WAVES CONCLUDED ANOTHER SUCCESSFUL YEAR OF STRENGTH AND AGILITY, INTRICATE TEAMWORK, AND NATIONAL RECOGNITION.

The Waves finished the season with three West Coast Conference (WCC) championships; two championship-winning coaches—Laurie Gibb and Adam Steinberg—named Coach of the Year by the WCC; and eight student-athletes distinguished with All-American honors.



I'm always amazed by the success of our teams,"

says John Watson, director of athletics. "Our coaches and student-athletes find ways to give their all, and their commitment and hard work is evident every day."



Coach Adam Steinberg (far right) and the 2009-2010 men's tennis team

It was a winning year for **GOLF**, with the men's team earning their 17th WCC Championship victory and placing seventh at the NCAA South Central Regional. The women took home their ninth consecutive championship, earning coach Laurie Gibbs her 10th Coach of the Year award. Men's **TENNIS** completed the Waves trio of champions, as coach Adam Steinberg led his team to their 20th consecutive—and 41st overall—championship victory. The WCC recognized Steinberg as Coach of the Year for the fifth time in his career.

Notable achievements by this season's athletes include junior diver Tiffany Martz's First Place three-meter **DIVING** victory at the PCSC championships in February, men's **TENNIS** star Bassam Beidas being named the Player of the Year by the WCC, and his teammate Sebastian Fanselow being named Freshman of the Year.

Men and women's **TRACK** teams both enjoyed a record-making

year. Distance runner Wesley Blundell set the school 10-kilometer record at 32:13 and fellow freshman Sean King set the school 800-meter record at 1:55.33. On the women's side, junior Aneka Myles broke her own record in the shot put (35-9), while junior Chelsea Wishard set new school records in the 1,500 (4:39.35) and 3,000 (10:04.01).

While the 2009-2010 sports season was winding down, Pepperdine held its third annual **STUDENT-ATHLETE HONORS DINNER** to award distinguished senior players. Baseballer Matt Bywater took

home Male Athlete of the Year, while basketball center Miranda Ayim was named the Female Athlete of the Year after a high-profile year on the court (see page 40 for more on Ayim). Male Scholar-Athlete recognition went to golf standout Shane Mason, while soccer star Kelly Reilly finished the year as Female Scholar-Athlete of the Year. Finally middle blocker volleyball player Tyler Jaynes was named Male "Wave of the Year" and libero volleyballer Krista Friedman was honored as the Female "Wave of the Year."

Athletics director Watson cites the Honors Dinner as one of his personal highlights from the year. "The young people who came to the stage had dedicated four and five years to Pepperdine and their sport. When I looked at them preparing to graduate, I was very proud," says Watson. ■



The 2009-10 men's golf team

➔ **ON THE WEB** For a full review of the athletic year, visit [magazine. pepperdine.edu/waves-year-in-review](http://magazine.pepperdine.edu/waves-year-in-review).



SONGS

of SUMMER

Singers, pianists, and composers gather at Pepperdine for its annual celebration of the art song.

By Vincent Way

Each year as the days grow long and hot, music lovers reach for sunblock and flip-flops and flock to places with names like Aspen and Ravinia. As the festival season kicks off nationwide, lovers of art song come to the Pepperdine campus in Malibu to see and hear the best artists and teachers of this specialized vocal art at a tradition known as SongFest.

Pepperdine has been hosting SongFest's annual summer program of artist training and performance on the Malibu campus since 2003. (*SongFest* should not be confused with *Songfest*—little “f”—the Seaver College undergrad talent contest held in the spring.) Started in 1996 by then University of California music professors Rosemary Hyler and John Hall, Hyler envisioned a summertime extended study program of art song, convening mature, seasoned performers and students alike, as opposed to the young-learner music camp models that accompany the major music festivals.

Art song, despite its esoteric-sounding name, is an extremely accessible art form, assures SongFest director Hyler. Simply defined, an art song is a vocal composition performed by one singer with piano accompaniment. “It’s about the words first. A composer takes a great poem, which can be in any language, to create a work that the musicians interpret. It’s a lot like acting.” The works chosen for study and performance range widely across the centuries, from arias excerpted from Bach sacred cantatas, to works inspired by recent poetry written by living composers.

Every summer, SongFest takes over Pepperdine’s music facilities in June, filling the days and nights of the approximately 90 participants with master classes, workshops, rehearsals, and public performances. “On a typical day the younger students have a movement class at 8 a.m., then at 9 a.m. everyone attends a joint class. We then all break off into different sessions in the afternoon;

workshops, rehearsals—we may have three to four master classes each day.”

Admittance to the program is through auditions held around the world, and competition can be rigorous. The experience of SongFest participants varies widely, falling into four tracks. The primary program is the Professional track, which attracts early-career vocalists and pianists actively pursuing performance careers. The program has developed a Young Artists track for undergrads, as well as an Internship track for high school-age students, and a Mentorship track for voice teachers.



Bass-baritone, Seaver music alumnus, and Fulbright Scholar Keith Colclough ('08) is a two-time participant at SongFest. "It really was a life-changing and transforming experience," he says. "It was transforming because exposure to such varied and wonderful repertoire inexorably changes a young singer's perspective, taste, and knowledge."

Colclough notes that the artistic approach to the art song repertoire is quite different in that "the setting is much more intimate whether in the size of the venue or merely the nature of the performance. The singer and pianist have no costumes, sets, or lighting to create atmosphere and drama, but must rely solely on the music and upon the singers acting, which is in general more subtle than in an operatic performance. In short, imagination plays a much greater role in art song."

Unique to SongFest is its continuing practice of involving working American composers; in many cases, they have written and premiered new works for and in collaboration with SongFest. A regular fixture on the SongFest faculty is renowned song and opera composer John Musto (*Volpone*), as well as composers John Harbison and Jake Heggie. What is SongFest's attraction for composers? Says Hyler, "Composers come here because these young professional singers are eager to learn new and difficult music."

The Pepperdine-SongFest connection originally came about through happenstance, when its original location

was double-booked. Today, seven years later, the University shares faculty members with SongFest, associate professor of music Melanie Emelio, and professor Henry Price, who was an observer at SongFest's earliest session. In addition to Keith Colclough, several Seaver College music graduates who have gone on to careers or advanced study are also SongFest alumni, including soprano Jessica Rivera ('96), baritone Danny Armstrong ('06), and mezzo-soprano Lauren Ruhl ('08).

Although first a training symposium for gifted singers, SongFest welcomes the Pepperdine community and general public to its free evening concerts and other opportunities. Indeed, Alice Starr, wife of former School of Law dean Ken Starr, once wandered into a rehearsal by mistake, stayed to listen, and eventually joined the board of directors. As Hyler maintains, these connections through art song are inevitable. "Songs are a personal and intimate means of communicating what we crave in our lives: love and a sense of belonging." ■



➔ **ON THE WEB** Read an interview with Pepperdine and SongFest alumnus Keith Colclough: magazine.pepperdine.edu/songfest



AFTERGLOW

*Autumn sun has baked September
into the apple trees, and they shine
like vermillion clouds afloat
on kerosene. The weight*

*of the earth starts here, on a narrow
slice of wind between us and the hearth.
If we are searching for a burial place
then why not this cloud?*

*Entombment means many things:
cocooned silence before rain,
festooned blue sky cornered by the space
that warns against catastrophe.*

*The apples look blue beneath
this moonlight, cool caress pulling
shadows across the tendrils
of our willow tree.*

*The sky is sliced in half
by a star that will not burn
out. The other half is black,
the darkness that comes*

*when light hides itself
from the world, leaving
ghosts of the world before,
afterglow of the dead.*

Penning Gratitude

Seaver graduate Alex Ashford pays
tribute to family and memories
with her award-winning poetry
collection, *Danke Schoen*.

By Sarah Fisher

E

very April in rural Mississippi, as the winter rain clears and the mid-spring sun shines in through the windows, Alex Ashford ('10) and her female relatives act out a longstanding family tradition of putting up peach preserves.

Born from this experience is the title poem of her first cohesive collection, *Danke Schoen*, inspired by the contrast she noticed between the strong family tradition and the music they enjoyed while doing so. Listening to Wayne Newton's "Danke Schoen," which translates from German as "thank you very much" or "thanks pretty," Ashford thought, "What are we saying 'thank you' for?"

"As we sang we were, unknowingly, moving farther away from our mothers, from the ancestry and tradition we thought we were preserving," she explains. "The collection is an admittance of our shortcomings concerning the preservation of what our mothers taught us. I'm re-remembering the women I have never known, that are—at every moment—boiling in my blood."

Shortly before graduating from Seaver College in May, the creative writing major was named the winner of the Prize Americana for Poetry 2010 for *Danke Schoen*. Like the title poem, the collection deals with themes of identity—of gender, race, talent, family—and remembrance.

The legacy of her ancestors' struggles pervades Ashford's work, as well as the complexity of hope that is found in simply putting one foot in front of the other,

like Job in the Bible, who "kept walking when he should've lost his cotton-pickin' mind" ("Danke Schoen," *Danke Schoen*).

"The collection as a whole is nostalgic and reminiscent; I'm remembering the things I've lost in an effort to always keep them with me," describes Ashford, who recently learned that her work will be published as a book ("I was definitely in shock for a couple of days," she says of the achievement).

The collection as a whole is nostalgic and reminiscent; I'm remembering the things I've lost in an effort to always keep them with me.

Alex Ashford

The news of the book culminates a winning year for Ashford. In 2009-2010 she was the editor of Pepperdine's literary magazine, *Expressionists*; she was published in the literary online magazine *Rose*; she won a Lilly Graduate Fellowship providing mentoring and funding for graduate school, and the Jack Kent Cooke Continuing Graduate Scholar award; and she spent a month in London studying theatre and writing magazine articles for *Youthwork*. However far she goes in this life, however, her poetry helps her to always remember from where she came, and the women in her family who helped shape her identity and her writing.

"My poetry is about loss, being a woman, being Southern, being black, being confused, and being allowed to be all these things. I'm probably the definition of a 'tortured artist' if there ever was one!" Ashford exclaims. "Everything seems to devastate me. Fortunately, I'm able to express that in my writing. I want my writing to leave people with a sense of hope; I want people to know restoration is always possible." ■



School of Public Policy student JILLIAN KISSEE ('07) spent her summer interning for HOPE Worldwide Indonesia, working on the NGO's HIV-drug prevention program called Positive Choice. Kissee blogged throughout the experience and shared these excerpts with *Pepperdine Magazine*.

➔ **ON THE WEB** Learn more about Kissee's findings and get her full story, then check out other School of Public Policy bloggers: publicpolicy.pepperdine.edu/admission/student-blogs

Testing:

POSITIVE

A public policy student's Indonesian teen survey yields hopeful trends in HIV/AIDS prevention.

MAY 19: It is our first day here in Jakarta and we are grateful to have arrived safe and sound after a 20-plus-hour flight. Week one of our internship is dedicated to getting us acquainted with all the programs that HOPE Worldwide Indonesia has to offer. They range from TB clinics to disaster relief and preparedness, to educating children that cannot afford school and maternal health care education, to mention a few.

MAY 31: I have officially been given my task for the remainder of my time here in Indonesia: to research HIV/AIDS in Indonesia and come up with a HIV-drug prevention program for youth in Indonesia. My plan of attack is to utilize HOPE's plentiful list of expert contacts and pick their brains for everything they know on the subject. I also plan to conduct a survey among adolescent youth to understand their perception and behaviors having to do with sex and drugs. From this point forward in my blog, I will be sharing the progress of my research (with some off-topic entries of course).

JUNE 8: I created a survey to gather information on sexual-behavior trends of teens in Indonesia. The responses will be used to help me understand the culture when it comes to the subject of sex, like frequency of condom use, drug use, and general social influences on sexual activity. I have also met with an HIV/AIDS specialist for USAID. She believes that injecting-drug use, which has been the source of the dramatic increase in HIV infections since the turn of the century, is now under control. The prominent source of the continued increase in HIV infections in the most recent years is due to sexual transmission via male and female sex workers and promiscuity in the more rural provinces.

JUNE 14: Today was a perfect example of a typical visit to a school to conduct my survey. I was accompanied by Donald, a staff member at HOPE, who helped me greet the headmaster and also served as a translator to the students. I explained to them the purpose of the confidential survey and what their responses will help me accomplish. After the survey we opened the classroom to question-and-answer sessions.

JUNE 24: The preliminary results are in! To cut to the chase (or to the juicy information), very few students reported doing drugs or being sexually active. My conclusions thus far are that open communication, accurate safe sex education, and exploring where the pressure for sex originates would be important in the program. If you are looking for scandalous information, the surveys are not where you find it. However there are some key and interesting findings. ■

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A New Chapter

Students from all five schools of Pepperdine University entered a new chapter in their lives when they walked across the graduation stage this summer. Congratulations to the Class of 2010.

At each graduation Pepperdine honors an alumnus who has exemplified the mission of the University and achieved extraordinary success in his or her chosen discipline.

Learn about this year's Distinguished Alumni:
magazine.pepperdine.edu/distinguished-alumni

